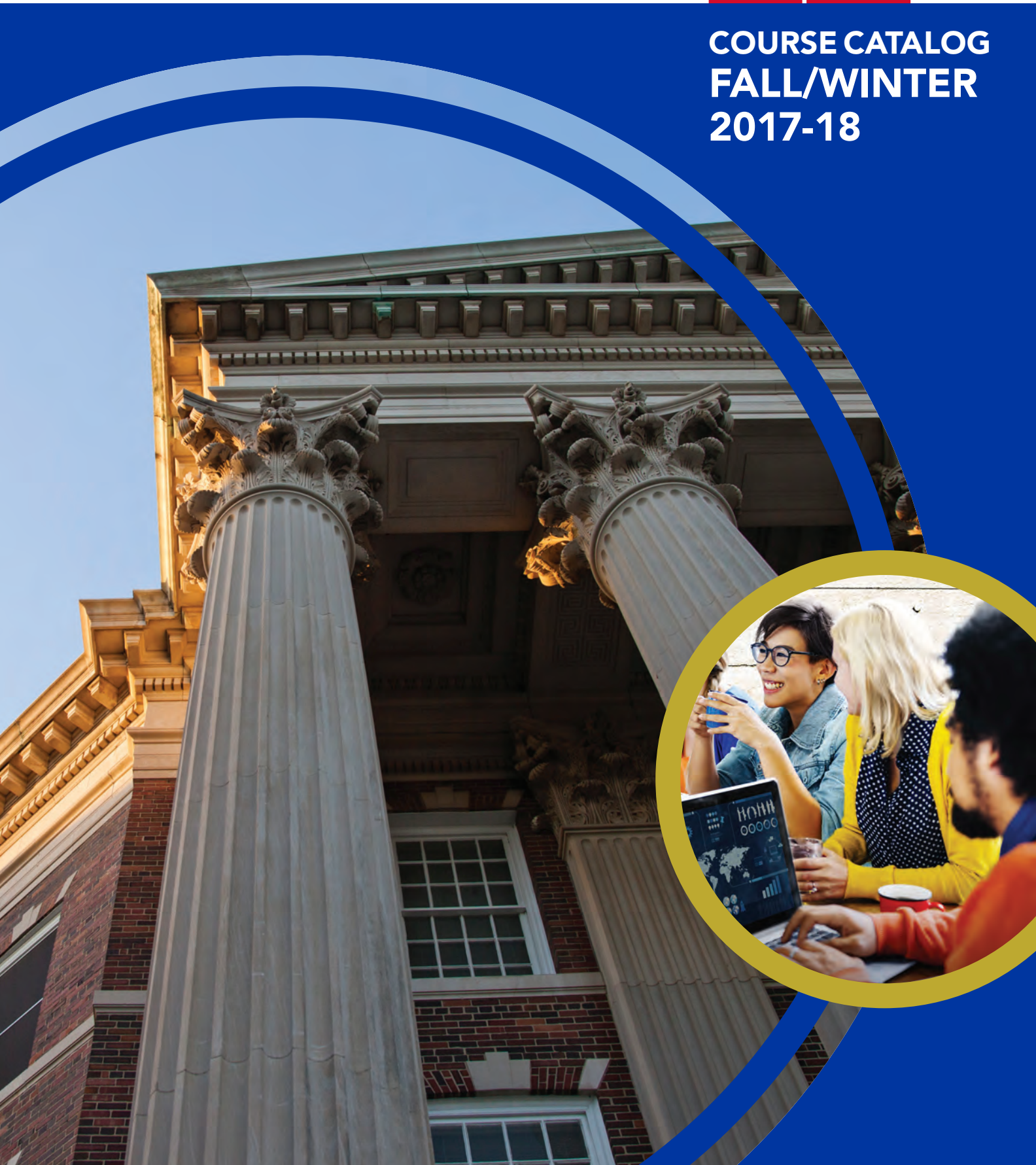




SMU | CONTINUING AND
PROFESSIONAL EDUCATION

smu.edu
/cape

**COURSE CATALOG
FALL/WINTER
2017-18**





CONNECT WITH US





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Our Focus

SMU Continuing and Professional Education (SMU CAPE) provides education and training to enhance careers and transform lives and organizations. Our unique, interdisciplinary course content engages the community through educational opportunities that offer quality, convenience, affordability, and flexibility. We connect SMU to the community.



Professional Education

Whether you want to expand your skills or discover a new field, SMU CAPE can make it possible. Choose from an array of professional courses and certificate programs designed to strengthen your professional profile.

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SMU | CONTINUING AND
PROFESSIONAL EDUCATION

TAKE STEPS TO REACH NEW HEIGHTS

Our Certificate Programs are designed to upgrade your skills,
enhance your career or get you ready for a new position.

Register for a SMU CAPE Certificate Program today at: smu.edu/cape



Reach The Top of
Your Professional and
Personal Goals!

Enroll in SMU CAPE
certificate courses on
pages 5–29

Paralegal Studies



Certificate Program

Grow your knowledge and skills through the SMU CAPE Paralegal Studies Certificate Program. From preparing for hearings, trials or client meetings, you will gain the skills needed for a diverse career in the paralegal profession. This certificate program will give you the skills required to work in this demanding field. Whether you are currently in the legal field or are looking to enter, the 125 hour, six-month post-baccalaureate program will provide practical skills and knowledge you will use every day in the legal workplace.



	CLASS TIME	NEXT START DATES	TUITION
CHOOSE A START DATE	1 <ul style="list-style-type: none"> • Saturdays • 9 a.m.–4 p.m. 	Plano Campus: <ul style="list-style-type: none"> • August 19, 2017 • Priority rate by August 9, 2017 	<ul style="list-style-type: none"> • Priority Rate: \$5,495 • Standard Rate: \$5,745 • Sallie Mae loan available
	2 <ul style="list-style-type: none"> • Monday and Wednesday evenings • 6–9 p.m. 	Dallas Campus: <ul style="list-style-type: none"> • October 25, 2017 • Priority rate by October 11, 2017 	<ul style="list-style-type: none"> • Priority Rate: \$5,495 • Standard Rate: \$5,745 • Sallie Mae loan available

Key Benefits

Learn From The Experts

Each course is taught by practicing professionals — attorneys and paralegals — who are experts in their fields.

Understand Theory And Practice

Gain a grounding in key areas of the law as well as practical insights about the paralegal profession.

Flexible Scheduling

Evening and weekend options are available to fit with your busy life.

Receive Coaching

Career coaching services are offered as a benefit to all students in this certificate program.

Who Should Attend

- Legal staff who want to enhance their skills
- People interested in entering the legal field
- Individuals considering law school

Required Courses

- Introduction to Law
- Torts and Personal Injury Law
- Legal Research and Writing
- Civil Litigation
- Legal Technology
- Contract Law
- Survey of Law

Program Format

This program is offered in a face-to-face, classroom setting in a cohort format, which means you progress through the program with the same group of students. The program is approximately six months in duration. Due to the cohort nature of the program, students register and pay for the entire certificate at one time.

How To Enroll

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. Admission to the program requires a four-year undergraduate degree. Register and pay for the full certificate by the priority deadline to save \$250.

Units on career preparation are also included in the certificate curriculum

For questions, please contact Karoline Staton at 214-768-1086 or e-mail: caperecruiter@smu.edu



Financial Planning



Certificate Program

Learn how to help others create a secure financial future with the SMU CAPE Certificate Program in Financial Planning. This robust program combines expert instruction, CFP Board-registered curriculum and a flexible course schedule to prepare you to provide clients with financial guidance and investment advice. Upon completion of the course, you will have the foundational skills needed to take the CFP® exam and begin making a difference in the financial lives of your clients.

CLASS TIME

- Monday and Wednesday evenings
- 6-9:30 p.m.

NEXT START DATES

- September 25, 2017 (Traditional or Pacesetter Path)
- Dallas Campus
- Priority rate by September 11, 2017

TUITION

- Priority Rate: \$775 per course
- Standard Rate: \$875 per course
- Pacesetter Rate: \$675 per course

Key Benefits

Learn From The Experts

Each course is taught by a practicing professional who is an expert in his or her field.

Flexible Scheduling

Traditional and Pacesetter options available on the Dallas Campus. Intensive Path available on the Plano Campus.

CFP Board-Registered Program

Meets the educational requirement to sit for the CFP® Certification Examination.

Receive Coaching

Career coaching services are offered as a benefit to all students in this certificate program.

Who Should Attend

- Accountants
- Attorneys
- Investment advisors
- Bankers
- Stockbrokers
- Insurance agents
- Trust officers
- Retirement or benefits specialists
- Financial professionals interested in sitting for their CFP credentials

Required Courses

- Fundamentals of Financial Planning
- Insurance and Risk Management
- Investments
- Retirement Planning and Employee Benefits
- Tax Planning
- Estate Planning
- Financial Planning Strategies and Case Studies (Capstone)

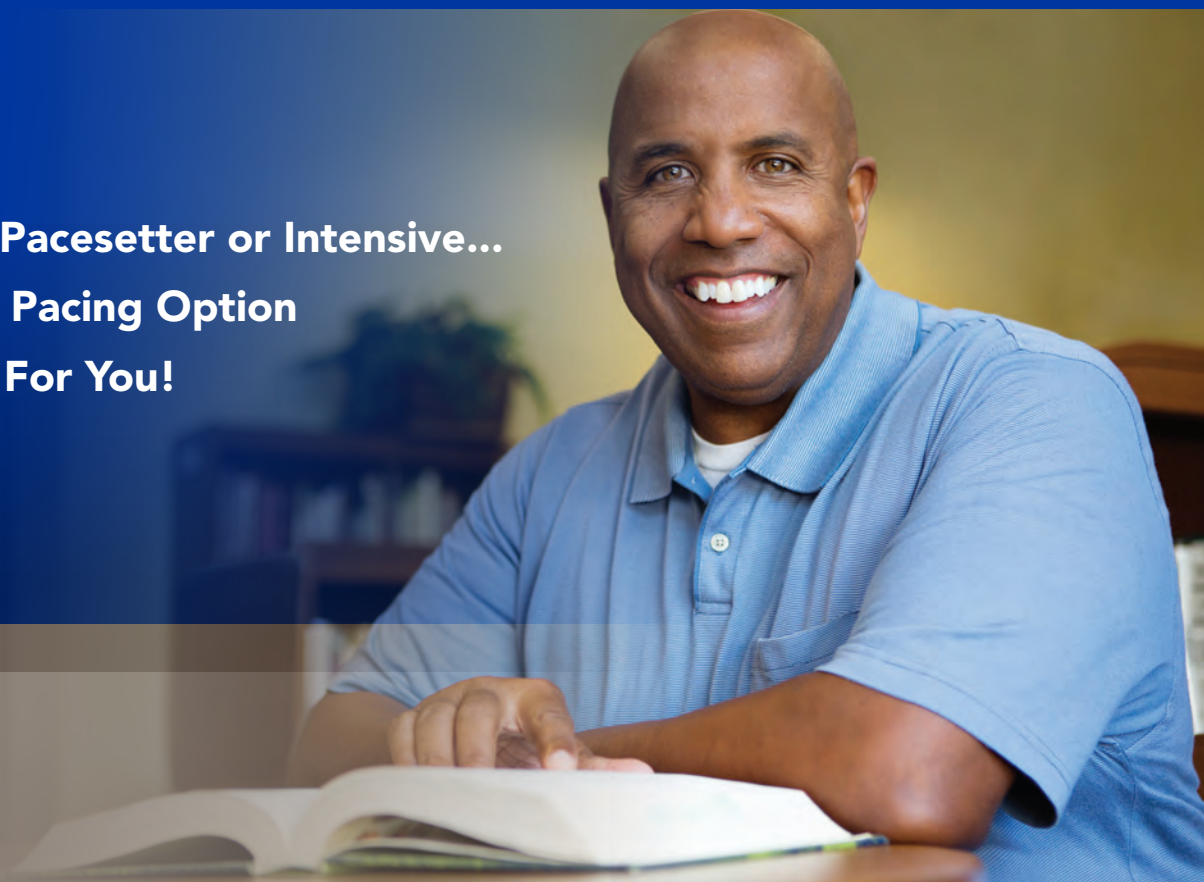
How To Enroll

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. Admission to the program requires a four-year undergraduate degree.



For questions, please contact Karoline Staton at 214-768-1086 or e-mail: caperecruiter@smu.edu

**Traditional, Pacesetter or Intensive...
Choose The Pacing Option
That Works For You!**



Pacing Options

1

TRADITIONAL PATH

- One night per week
- Dallas Campus
- Tuition is \$775* per course
- 24 months to complete

* Pricing increases two weeks before start date.

2

PACESETTER PATH

- Two nights per week
- Dallas Campus
- Tuition is \$675 per course
- 12 months to complete

3

INTENSIVE PATH

- 11 months on Tuesday evenings and select Saturdays
- Plano Campus, starting January 2018
- Tuition is \$4,995
Sallie Mae loans are available.



**SHARE
YOUR STORY**

We would like to hear from you. Please tell us how your SMU CAPE class or certificate program has shaped or impacted your life. E-mail: smuthink@smu.edu
#mysmucapestory



Project Management



Certificate Program

Enhance your skills to deliver on-time and on-budget projects, even when challenges arise. SMU CAPE's Project Management Certificate Program provides the tools, templates and methodology required to become a dynamic and strategic leader. Improve your skills and enhance your resume through a Certificate in Project Management from SMU CAPE.



Intensive schedule available

	CLASS TIME	NEXT START DATES	TUITION
CHOOSE A START DATE	1 <ul style="list-style-type: none"> Monday–Friday 8:30 a.m.–5 p.m. 	Dallas Campus: <ul style="list-style-type: none"> September 11–15, 2017 Priority rate by August 28, 2017 	<ul style="list-style-type: none"> Priority Rate: \$3,495 Standard Rate: \$3,745 Sallie Mae loan available
	2 <ul style="list-style-type: none"> Monday–Friday 8:30 a.m.–5 p.m. 	Dallas Campus: <ul style="list-style-type: none"> November 13-17, 2017 Priority rate by October 30, 2017 	<ul style="list-style-type: none"> Priority Rate: \$3,495 Standard Rate: \$3,745 Sallie Mae loan available

Key Benefits

Learn From The Experts

Learn from practicing professionals who share their years of hard-won experience.

Discover Proven Tools For Success

Understand the six elements of an effective project plan and how to manage and control project execution, communications and reporting.

PMI-Registered Program

This program is taught by a PMI-Registered Education Provider and meets the educational requirement to sit for the PMP® exam.

Receive Coaching

Career coaching services are offered as a benefit to all students in this certificate program.

Who Should Attend

This course is for new project managers and team members, as well as those who have experience practicing project management. Professionals in all fields can benefit from project management education.

Required Courses

- Tools and Techniques (three days)
- The People Side (two days)

Program Format

The certificate program is offered in an intensive, face-to-face, classroom setting over the course of five consecutive days. The program contains 40 hours of project management education and is consistent with A Guide to the PMI® Project Management Body of Knowledge (PMBOK™ Fifth Edition.)

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis. Register and pay for the full certificate by the priority deadline to save \$250.

For questions, please contact Tiffany Huckaba at 214-768-1184 or e-mail: caperecruiter@smu.edu



WANT YOUR RESUME TO REALLY STAND OUT?

TRY UPGRADING YOUR SOFT SKILLS!

Employers are in critical need for technical and analytical professionals with strong communication and soft skills. Make your resume stand out from the others by adding a Record of Achievement in Soft Skills Training to your resume and LinkedIn profile.

Students enrolled in a SMU CAPE technology-related certificate program receive **40% OFF** the workshop. See page 32.



Find the
**Mastering The
Soft Skills Workshop**
on page 32



Boss Boot Camp



Supervision Best Practices Certificate Program

Being a manager is more than managing budgets and doing performance reviews — it is being able to effectively engage employees to work towards a common goal. Successful managers pull from a wide range of skills, including interpersonal communication, conflict resolution, budgeting and team-building. Whether you're a brand new supervisor or a more experienced manager, the Boss Boot Camp will give you the confidence, knowledge and skills you need to grow your management abilities. Upon successful completion of this eight-week program, you will receive the SMU CAPE Certificate of Supervision Best Practices.



CLASS TIME

- Fridays
- 9 a.m.–3 p.m.

NEXT START DATES

- October 13, 2017
- Plano Campus
- Priority rate by September 29, 2017

TUITION

- Priority Rate: \$1,999
- Standard Rate: \$2,249

Key Benefits

Learn From The Experts

Taught by practicing professionals, this program provides a thorough review of the principles and techniques that effective managers use to lead individual employees and teams to success.

Build On Your Strengths

Each course includes self-assessments, allowing you to determine where you are and how to get to where you want to be.

Practice Your New Skills

Hands-on and interactive classes will allow you to review, practice and master the soft skills in a low-risk, positive environment.

Receive Coaching

Career coaching services are offered as a benefit to all students in this certificate program.

Who Should Attend

- New managers and supervisors
- Experienced managers who want to add formal training and a certificate to their resumes
- Young managers and supervisors leading older team members
- Anyone whose performance is dependent on the performance of others

Required Courses

- Becoming a Better Boss: Essential Skills for Success
- Comprehensive Communication Skills for Leaders: Verbal and Beyond
- Team Management and Engagement: How to Lead a Collaborative and High-Performing Team
- Financial Intelligence and Communication
- Becoming Your Organization's Change Management Champion

Program Format

This program is offered in a face-to-face, classroom setting in a modular format and runs from October until December, 2017. This flexibility allows you to register for one course individually or achieve the full certificate by completing all of the requirements.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis. Register and pay for the full certificate by the priority deadline and save \$576 over the price if purchased separately.

For questions, please contact Tiffany Huckaba at 214-768-1184 or e-mail: caperecruiter@smu.edu

Boss Bootcamp Required Courses

Becoming a Better Boss: Essential Skills for Success

This introductory course will provide you with the fundamental principles all successful managers use, practical insights from an experienced practitioner and tips that can be applied to any management challenge. You will learn:

- Why the soft skills are the hard stuff
- What is the effective manager and how managers think and act
- Understanding and using workplace motivation, empowerment and delegation
- Developing your own leadership strengths and skills and developing them in others
- Supervisory practices and what are best practices in supervision
- Overview and understanding of HR issues and the law when you're the boss
- Developing processes and work flow
- Understanding and recognizing power and political dynamics in your organization
- Younger bosses leading the older employees: Common challenges and tips gaining respect

Kym Sosolick

1 Friday, 9 a.m.–3 p.m., 10/13/17

\$395

Plano Campus

Comprehensive Communication Skills for Leaders

90% of communication is non-verbal and in business, nonverbal communication can affirm or belie the words actually being spoken. This three-part course will show you how to build the kind of relationships you want with your employees and peers.

- Gain a better understanding of your communication style with a DISC assessment
- How all forms of communication affect your personal branding and image
- The importance of Emotional Intelligence (EI) and how to develop your EI
- Verbal: one-to-one communication and effective public speaking
- Body Language: Understand non-verbal codes, cues and behavior
- Written: business, online, e-mails and social media
- Mastering Active Listening
- How to have difficult conversations and resolve conflict in your team
- The art and power of storytelling in a business setting
- Tips for communicating with diplomacy, tact and persuasion

Buzz Kolbe

2 Fridays, 9 a.m.–3 p.m.

10/20/17 and 10/27/17

\$595

Plano Campus

Team Management and Engagement: Leading a Collaborative and High-Performing Team

In today's business world, teams are the bedrock of any successful organization. Being able to align, develop and drive a team forward to specific goals takes a strong and broad skill set. You will learn:

- The elements of what makes a successful team
- Team Formation: The four stages and how to manage each stage
- Overview of the generational differences and the one thing they have in common

- Best practices in integrating new members into an existing team
- Motivating individual contributors as well as the team
- Keeping a team focused on the result and what matters
- Aligning team member strengths with specific team goals
- Turning The Five Dysfunctions into The Five Behaviors of a Cohesive team
- How to create a forum for healthy conflict

Mary Anne Davis and Bruce Arfsen

2 Fridays, 9 a.m.–3 p.m.

11/3/17 and 11/10/17

Plano Campus

\$595

Financial Intelligence and Communication

To truly succeed as being a leader you need to have an understanding of what fundamentally drives your business. This course will take you beyond the typical "Finance for Non-Financial Managers" course to learn how to use language and metrics that resonate with senior level executives, investors and the board and give insight into the internal dynamics and politics that always surround financial information.

- Introduction to financial statements and accounting principles and practices
- The role of the balance sheet, the income statement and the cash flow statement
- Understanding and deriving insight from your company's financial statements
- Methods of valuation and understanding how shareholder value and shareholder goals work
- Understanding what drives your accounting and finance division and how they can contribute to your team's success
- Communicating with finance and accounting
- Understanding the politics of budgets and budget allocations — and how to become a great budget allocation politician
- The language that best resonates when presenting to senior executives, investors and the board

Rick Black

1 Friday, 9 a.m.–3 p.m., 11/17/17

Plano Campus

\$395

Becoming a Change Management Champion

Being able to manage and lead change in today's business climate is synonymous with simply being in management. Today, being a great manager or leader means you need to be great at change management. During this interactive workshop style course you will learn to:

- Explain how people deal with change on a psychological level
- Explain the process of change, change curve (attitude through change), and how to reduce negative organizational impact from change
- Develop the mindset of a change champion
- Develop a strategic plan for change (strategic alignment)
- Communicate effectively through the phases of change with various audiences
- Influence others to accept, support and embrace change initiatives

Mike Thompson

2 Fridays, 9 a.m.–3 p.m.

12/1/17 and 12/8/17

Plano Campus

\$595



Graphic Design



Certificate Program

Gain the graphic design skills needed to create distinct and recognizable brands that propel a company's success. This hands-on certificate program will teach you to plan, manage and deliver professional graphic design projects. You will learn from seasoned professionals while you practice on real-world projects to build your portfolio. You can complete the program in nine months outside of work hours.



CLASS TIME

- Tuesday and Thursday evenings
- 6:30–9:30 p.m.

NEXT START DATES

- September 5, 2017
- Dallas Campus
- Priority Rate by August 22, 2017

TUITION

- Priority Rate: \$3,745
- Standard Rate: \$3,995
- Sallie Mae loan available

Key Benefits

Learn From The Experts

Learn graphic design and get advice from practicing designers.

Understand The Process

Build technical and project management skills by working on real-world projects.

Fits Your Busy Lifestyle

Complete the program in just nine months in convenient evening classes.

Receive Coaching

Career coaching services are offered as a benefit to all students in this certificate program.

Who Should Attend

- Aspiring graphic design professionals seeking a strong foundation in the latest Adobe software
- Seasoned graphic design professionals looking to learn current best practices
- Professionals seeking to enhance their skill sets, training and resume

Required Courses

- Introduction to Graphic Design (Online)
- Acrobat
- Illustrator
- InDesign
- Print Graphics with Photoshop
- Graphic Design Certificate Capstone

Program Format

This program is offered in a blended cohort format, meaning you progress through the program with the same group of students. The program is scheduled for September 2017–May 2018.. Classes meet on the Dallas Campus except for the Introduction to Graphic Design class which meets online. Students register and pay for the entire certificate at one time.

How To Enroll

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. Admission to the program requires a four-year undergraduate degree or four years of related professional experience.

For questions, please contact Tiffany Huckaba at 214-768-1184 or e-mail: caperecruiter@smu.edu



INDULGE YOUR CURIOSITY

WITH SMU CAPE PERSONAL ENRICHMENT COURSES

Designed to pique your interest and engage your mind, Personal Enrichment courses allow you to dabble with painting or photography, learn a language, play piano or discover great works of art, music, literature or film. Make a date for learning this fall with more than 30 new courses, plus returning favorites.



Find
Personal Enrichment
Courses on
page 45



User Experience Design



Certificate Program

Design more impactful digital consumer experiences with a certificate in User Experience Design. A powerful user experience can be the difference between a success and failure in any modern business. Discover the many facets of this in-demand profession, including why research is an essential part of any successful UX project. Get practical tips and learn the skills, tools and techniques that UX designers apply every day. Guided by leaders in the field, you will practice the essential skills of UX in a hands-on workshop environment.



CLASS TIME

Tuesday evenings 6–9 p.m. and one Saturday workshop

NEXT START DATES

- September 23, 2017
- Dallas Campus

TUITION

- Priority Rate: \$2,895
- Standard Rate: \$3,145
- Sallie Mae loan available

Key Benefits

Learn From The Experts

All courses are taught by seasoned professionals who work in the UX industry and who share tips and tricks of the profession that employers demand.

Industry-Driven Curriculum

Developed in consultation with UX experts, the curriculum is continually updated to provide relevant content as technology advances.

Convenient Schedule

With classes on weekday evenings to fit your busy life, you can complete your certificate outside of work hours in just one semester.

Receive Coaching

Career coaching services are offered as a benefit to all students in this certificate program.

Who Should Attend

- Web and app designers and front-end developers, as well as software developers
- Graphic, visual and product designers
- Interactive and digital marketing professionals
- User research and usability analysts
- Information architects, interaction designers and community managers

Required Courses and Electives

Required Courses

- Introduction to User Experience Workshop
- User Research and User-Centered Analysis
- User Experience Design
- Usability Testing

Electives (choose one)

- Designing Customer Experiences
- UX Principles and Concepts in Augmented Reality, Virtual Reality, and Holograms

Program Format

This program is offered in a face-to-face, classroom setting in a modular format. This flexibility allows you register for one course individually or achieve the full certificate by completing all of the requirements.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis. Register and pay for the full certificate by the priority registration date and save \$680 over the price if purchased separately!

For questions, please contact Tiffany Huckaba at 214-768-1184 or e-mail: caperecruiter@smu.edu

User Experience Design Required Courses

Introduction to User Experience — One Day Workshop

This quick-start interactive workshop will get you up to speed fast with an overview of where UX is today and where it is likely going in the future. Find out about the entire UX industry, what the pitfalls and challenges are, where opportunities lie and how to begin developing a UX strategy that meets your goals. This course will cover:

- Understanding the UX landscape and field
- Design principles and processes
- Front end development
- Product Design and service delivery
- UX as part of your marketing strategy
- Selling UX to the organization and the C-suite
- New Trends in UX: Accessibility, civic design and sustainability

J Schuh

1 Saturday all day Workshop

9 a.m.–4 p.m., 9/23/17, Dallas Campus

\$495

User Research and User-Centered Analysis

User research is the art and science of obtaining an in-depth understanding of user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback mechanisms. User research is the bedrock of a successful UX project however there are many potential pitfalls along the way. Taught by DFW's #1 UX practitioner you will learn:

- Best practices in conducting user research and avoiding common mistakes
- Design thinking for user-centered research
- Project management and strategic planning for user research
- How to design and implement your research project
- Data collection, analysis and output of findings
- The most important methodologies most commonly used, and overview of other methods
- How to communicate your findings with the various levels of the organizations

Brian Sullivan

3 Tuesday evenings, 6–9 p.m.

9/26/17–10/10/17, Dallas Campus

\$695

User Experience Design

This fast-paced class will cover the most essential and important areas of UX design. Through design exercises, design thinking, communicating design ideas, differences between designing for websites, web applications, and wearable technology, writing user stories, and more. Using Agile UX techniques to help you gain an understanding of what it is like working in a fast-paced product development cycle. You will learn:

- Approaches to understanding user experience via everyday design
- The differences between building web sites and building applications
- Meeting business objectives with user experience and selling the experience before the product exists
- Defining an application through user centered stories (why, what, how)
- Breaking complex interactions into bite size pieces
- Communicating via sketches and design patterns
- Exploration of UI and Front-End Development and tools of the trade
- UX design for wearable technologies

Preston McCauley

5 Tuesday evenings, 6–9 p.m.

10/17/17–11/21/17, skip 10/31/17

Dallas Campus

\$895

Usability Testing

The competition for highquality websites and apps is stronger than ever and the risk of producing a poor quality product is detrimental to the business, the brand and your reputation. Speed to market is pointless if the product doesn't work and users quickly abandon it. The earlier you test, research and inspect, the earlier you can identify problems, save hours of work, and the earlier you can ship a high quality, competitive product to market.

- What to test, when to test it and how to pick the right usability method for your project
- How to perform usability testing from planning, to execution and reporting of your results
- Learn how to use live usability tests on real sites and how to use remote testing methods and tools
- Be able to explain to all stakeholders why usability testing works and how it actually increases your speed to market by using real world examples
- How to interpret your findings, determine the best recommendations, and present your results

Brian Sullivan

4 Tuesday evenings, 6–9 p.m.

11/28/17–1/2/18, skip 12/19/17 and 12/26/17

Dallas Campus

\$795





User Experience Advanced Elective Workshops

Students pursuing the certificate must complete one of the following advanced workshops or may take both for an extra \$295

Designing Customer Experiences and Service Design

As brands increasingly become a reflection of the need they fulfill and the customer experience they deliver, organizations are finding it competitively necessary to devote resources to designing end-to-end customer experiences. This is providing designers with an enormous opportunity to play a pivotal and central role within their organizations and the emerging role of Chief Design Officer. Taught by one of the world's leading service design practitioners you will learn:

- Applying design thinking to customer experiences
- Stakeholder and ecosystem mapping
- Research strategies and mapping customer journeys
- Identifying and assessing touch points
- Identifying opportunities for high impact design improvements
- Prototyping, testing and refining concepts to improve customer experiences

Jamin Hegeman

4 Tuesday evenings, 6:30 p.m.–9 p.m.
1/16/18–2/6/18, Dallas Campus

\$695

UX Principles and Concepts in Augmented Reality, Virtual Reality and Holograms **NEW!**

The rate at which AR, VR and holograms are now being applied in commercial settings is steadily increasing.

UX designers today are poised to be a central component of one of the most exciting technology fields of the decade. This class is designed to give you an overview of some of the emerging UX principles, concepts and best practices across these platforms

- Understanding the types of experiences that can be built
- Emerging design principles and patterns in AR, VR and holograms
- How to conduct user research on these platforms
- Working in and creating virtual spaces
- Usability concepts and principles and what not to do
- Overview of current corporate applications in AR, VR and holograms and what will come next

Skip Howard and Preston McCauley

3 Thursday evenings, 6–9 p.m.
1/18/18–2/1/18, Dallas Campus

\$695



N.T. Wright

Anne Lamott

Marvin McMickle

The Power of the Story

2017 Fall Convocation
on Creative Communication

Featuring a **FREE** lecture by bestselling author **Anne Lamott**.

November 13, 2017, 7:30 p.m.
McFarlin Memorial Auditorium, SMU
6405 Boaz Lane, Dallas, Texas 75205



Registration for the entire day and a half convocation November 13- 14, 2017 includes plenary presentations by **Anne Lamott**, church leader and seminary president **Marvin McMickle**, Bible scholar and bestselling author **N.T. Wright**, Perkins preaching professors **Alyce McKenzie** and **Wes Allen**, and SMU playwright **Will Power**. Develop your skills in creative communication by participating in a workshop of your choice on one of these topics: video gaming, preaching, creating SLAM poetry, or optimizing a social media presence.

For more information email theoexternalprograms@smu.edu or visit smu.edu/Perkins/PublicPrograms

Coding Boot Camp



Full-Stack Web Development Certificate Program

Web Development is one of the fastest growing careers in today's economy. The Bureau of Labor Statistics projects 20% growth rate by 2022. The SMU CAPE Coding Boot Camp is designed to help you develop the skills and professional network needed to capitalize on this demand. Upon successful completion of this course, you will receive the SMU CAPE Certificate in Full-Stack Web Development.



	CLASS TIME	NEXT START DATES	TUITION
CHOOSE A START DATE	1 <ul style="list-style-type: none"> • Mondays and Wednesdays • 6:30 p.m.–9:30 p.m. • Saturdays • 10:00 a.m.–2:00 p.m. 	<ul style="list-style-type: none"> • October 23, 2017 • Dallas Campus 	• \$9,500
	2 <ul style="list-style-type: none"> • Tuesdays and Thursdays • 6:30 p.m.–9:30 p.m. • Saturdays • 10:00 a.m.–2:00 p.m. 	<ul style="list-style-type: none"> • October 24, 2017 • Dallas Campus 	• \$9,500

Key Benefits

Learn From The Experts

Each course is taught by experienced, full-stack practitioners.

Gain Career Skills

The course provides a wide range of career services to position you for success. The curriculum includes regular portfolio reviews, resume and social media profile support, workshops, mock interviews, demo days and sample coding test.

Build Your Portfolio

Hands-on learning activities with employers give you the opportunity to build a portfolio of web applications.

Who Should Attend

- Web design professionals interested in learning how to do front-end and back-end coding
- Front-end developers who want to grow their full-stack skills
- Aspiring web developers looking to gain the necessary skills and knowledge in a concentrated format

Coursework

- Browser Based Technologies including HTML5, CSS3, JavaScript, jQuery, Responsive Design, Bootstrap, Handlebars, Firebase, Cookies/Local Storage, React.js
- Deployment using Heroku and Git
- Java/Spring MVC
- Databases such as MySQL and MongoDB
- Node.js (Server Side Development) with Express, Security and Session Storage, User Authentication, MERN Stack (MongoDB, Express.js, React.js, Node.js)
- Quality Assurance including writing test plans
- Internet Marketing including SEO and Semantic HTML

Program Format

This program is offered with face-to-face, classroom lectures two nights per week and a half day on Saturday, and runs from October 2017–April 2018. You will participate in individual and team exercises, working independently and in groups. The program will give comprehensive insight into the career of a full-stack developer.

How To Enroll

Submit your application online. Visit codingbootcamp.smu.edu.

For questions, please call 214-775-9482 or e-mail: caperecruiter@smu.edu

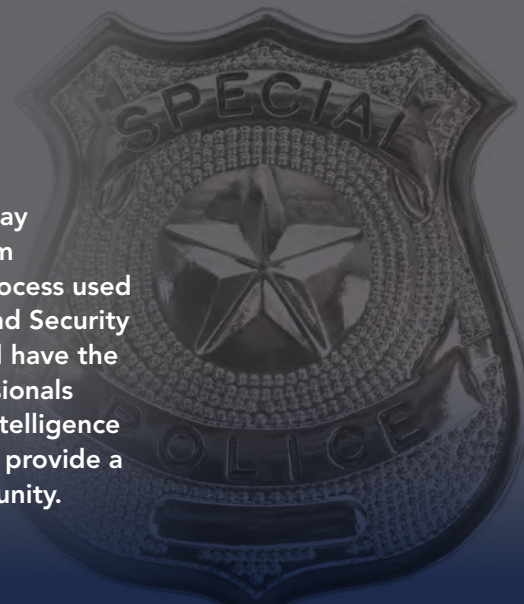


U.S. Intelligence Analysis



Certificate Program

Learn how the U.S. intelligence community views the world in this five-day certificate program. Touching on all phases of the intelligence cycle, from requirements to reporting, the program outlines the decision-making process used by the U.S. State Department, Federal Bureau of Investigation, Homeland Security and Military Intelligence. Emphasizing real-world scenarios, students will have the opportunity to get realistic feedback from seasoned intelligence professionals through a capstone project. Whether you are looking to move into an intelligence role in public safety, government or the private sector, this program will provide a wealth of real-world experience from veterans of the intelligence community.



CLASS TIME

- Monday-Friday
- 8:30 a.m.–5:00 p.m.

NEXT START DATES

- October 9–13, 2017
- Dallas Campus

TUITION

- \$1,495
- Military/Veteran/Law Enforcement Price: \$1,295
- Sallie Mae loan and veterans benefits available

Key Benefits

Learn From The Experts

All classes are taught by seasoned professionals, including a 22-year veteran of FBI, Homeland Security and Military Intelligence. The small, workshop-style classes encourage interaction and networking.

Understand The Process

Build an understanding of the process of U.S. intelligence analysis, the role of the analyst and tools for preparation of assessments based on the collection, correlation and analysis of intelligence data.

Gain Insight Into Ethical Considerations

Explore the ethical dilemmas posed by the ongoing war on terrorism and resulting collection capabilities.

Who Should Attend

- Public safety and law enforcement professionals who want to add intelligence to their skill sets
- Private and corporate security professionals
- Those exploring careers in the intelligence gathering and analysis field
- Military/Veterans interested in intelligence careers after completing service

Program Format

The certificate program is offered in an intensive, face-to-face, classroom setting over the course of five consecutive days. The program contains 40 hours of classroom education. Texas Peace Officers will receive 40 hours of TCOLE credit for the successful completion of this program. This program meets the federal standards set by the Department of Justice.

How To Enroll

Applications are accepted on an ongoing basis. Submit your application form, a statement of interest and fee online. Background checks will be conducted on all prospective participants.

ATTENTION MILITARY MEMBERS, VETERANS OR FAMILY MEMBERS

SMU CAPE now accepts the GI Bill for the US Intelligence Analysis Certificate. To utilize these benefits for this course, please provide a copy of your Certificate of Eligibility (COE) by uploading it directly into the online application for the course. A COE can be obtained through the eBenefits webpage.

For more information GI Bill eligibility requirements, please visit <https://www.vets.gov/education/eligibility/> or contact Robert Hurst at rfhurst@smu.edu for more information.

For questions, please contact Karoline Staton at 214-768-1086 or e-mail: caperecruiter@smu.edu

Cyber Intelligence



Certificate Program

Cyber intelligence and cyber security are an emerging component of intelligence and risk management in homeland security, law enforcement and the private sector. The SMU CAPE Cyber Intelligence Certificate was created to provide you with an experienced-based view of this critical skill set.

Taught by seasoned intelligence professionals, this program delivers both theory and practice in a five-day format. A special guest lecturer will address current cyber threats as well as emerging practices in cyber intelligence. Learn the process of converting data into intelligence that can be used for decision-making in this engaging and fast-paced course including these key steps: planning and direction, collection, processing, production and dissemination.

CLASS TIME

- Monday–Friday
- 8:30 a.m.–5 p.m.

NEXT START DATES

- Spring 2018
- Dallas Campus

TUITION

- \$2,495
- Military/Veteran/Law Enforcement Price: \$1,999
- Sallie Mae loan available

Key Benefits

Learn From The Experts

This program is taught by seasoned intelligence professionals. Small class size encourages networking.

Develop Your Skill Set

Learn to develop evidence-based knowledge, including context, mechanisms, indicators, implications, and actionable advice.

Prepare For The Future

Leverage what you learn to minimize future risks.

Who Should Attend

- Law enforcement professionals
- Private or corporate security professionals
- Corporate CIOs and IT security and compliance professionals
- People with undergraduate majors in international relations, software engineering, computer science, or mathematics

Program Format

The certificate program is offered in an intensive, 40-hour, face-to-face, classroom setting over the course of five consecutive days. Texas Peace Officers will receive 40 hours of TCOLE credit for the successful completion of this program.

How To Enroll

Submit your application form, a statement of interest, and fee online. Applications will be carefully reviewed and background checks will be conducted on all prospective participants. Applications are accepted on an ongoing basis.



For questions, please contact Karoline Staton at 214-768-1086 or e-mail: caperecruiter@smu.edu



Digital Marketing



Certificate Program

Gain the marketing skills DFW companies are looking for in our fast-paced, flexible Digital Marketing Certificate Program. Designed in conjunction with digital marketing experts and area corporations, this program will teach you the most current information and provide the practical skills you need to become a digital marketing professional that gets results. Choose from two tracks: Digital Marketing Strategy and Analysis or Digital Branding and Communications.



CLASS TIME

- Monday evenings
- 6–9 p.m.

NEXT START DATES

- October 16, 2017
- Dallas Campus
- Priority rate by October 2, 2017

TUITION

- Priority Rate: \$3,495
- Standard Rate: \$3,745
- Sallie Mae loan available

Key Benefits

Learn From The Experts

Learn to develop and execute a digital marketing strategy, integrating appropriate digital marketing channels.

Demonstrate ROI

Discover analytic tools that allow you to focus on the most meaningful metrics and key performance indicators.

Stay on the Leading Edge

Gain the ability to keep up with new trends in the digital marketing field.

Receive Coaching

Career coaching services are offered as a benefit to all students in this certificate program.

Who Should Attend

- Marketing, advertising, communications and PR professionals who want to get up-to-speed fast on digital marketing or who seek a professional qualification to add to their resumes.
- Young professionals and recent marketing graduates who recognize the need to expand their knowledge and skills to be more desirable to potential employers
- Small business owners who want to amp their marketing results using the latest digital marketing and social media techniques.

Program Format

This program is offered in a face-to-face, classroom setting in a modular format. This flexibility allows you to register for one course individually or achieve the full certificate by completing all of the requirements.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis. Register and pay for the full certificate by the priority registration date and save \$580 over the price of individual courses.



For questions, please contact Karoline Staton at 214-768-1086 or e-mail: caperecruiter@smu.edu

Choose One Track

Choose Three Electives

1

TRACKS

Digital Marketing Strategy and Analysis

2

Digital Branding and Communications

REQUIRED COURSES

- Digital Marketing Analytics
- Digital Marketing Strategy and Management

- Best Practices in Social Media and Digital Communications
- Digital Engagement and Advanced Social Media Management

- Search Engine Optimization and Marketing
- Video Marketing
- Writing Engaging Content and Copy
- Designing Customer Experiences
- Developing and Implementing a Social Media Campaign Workshop

- Mastering PPC, Paid Search and Paid Social
- E-mail Marketing
- Mobile Marketing and Analytics
- B2B Digital Marketing **NEW!**
- Influencer Marketing **NEW!**
- Data Driven Marketing

Digital Marketing Required Courses

Digital Marketing Strategy and Management

To be great at digital marketing you need to be able to create a strategy that supports your goals, execute the strategy on time, within budget, and with measurable results. This course is taught by a leading marketing strategist and Chief Digital Officer at one of DFW's leading agencies. You will learn:

- Focusing resources to go beyond tactical, "shiny objective" thinking
- Creating engaging customer experiences in digital media (social, online, mobile)
- Measuring the success of a digital marketing campaign and strategy and calculating your ROI
- Retargeting strategies and campaigns
- Monetizing and conversion strategies and tactics
- Digital project management: plan, scope, budget and manage digital campaigns and initiatives

Brad McCormick

6 Monday evenings, 6–9pm

10/16/17–11/20/17, Dallas Campus

\$995

Digital Marketing Analytics

The ability to analyze, understand, and use your data has become a fundamental component of the marketing profession and nowhere is it more prevalent than in the digital arena. Using a variety of analytics tools, with a focus on Google Analytics, you will learn:

- Aligning measurement with strategic objectives
- Measurement methodologies and tools for different digital marketing channels
- Overview of analytics tools: what to use when and how to use the most important tools
- Insights from data: customer profiles and segments
- Conversion funnels and goals and conversion optimization
- Attribution methods, models and how to put an attribution system in place
- When and how to merge online and offline data
- Google analytics and google tag manager

Cameron Gawley

6 Monday evenings, 6–9 p.m.

1/22/18–2/26/18, Dallas Campus

1 Saturday Workshop, 9 a.m.–4 p.m.

2/10/18, Plano Campus

\$995

Best Practices in Social Media and Digital Communications

Meet your business goals using the latest digital communications techniques and social media channels. You will explore:

- Unique strengths and most strategic uses for each channel
- Learn about the "digital diamond," SEO and how to create a results-driven digital plan
- Gain an understanding of content marketing techniques to prioritize ROI and develop brand awareness in the digital space

Steve Lee

7 Monday evenings, 6–9 p.m.

10/16/17–12/4/17, skip 11/20/17, Dallas Campus

\$995

Digital Engagement and Advanced Social Media Management

Take a deep dive into best practices, strategic uses and engagement techniques for all digital communication tools, especially blogs and social media networks. You will:

- Learn to produce a return on investment that will be meaningful to your organization using blog writing techniques, engagement practices, statistical measurement and search engine optimization (SEO)
- Leave this class prepared to plan, execute and evaluate your digital communications efforts

Steve Lee

7 Monday evenings, 6–9 p.m.

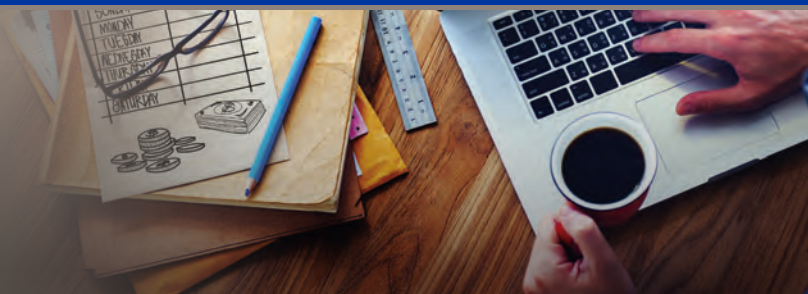
1/22/18–3/5/18, Dallas Campus

\$995

The Digital Marketing Analytics course includes the Advanced Excel for Data Analytics Workshop (see page 27 for details)



Digital Marketing Electives



Search Engine Optimization and Marketing Strategies

Search Engine Optimization (SEO) is a fundamental component of any successful digital marketing strategy but is often the most misunderstood step and the most challenging to employ as the landscape is continually changing. This course will provide you with the basic building blocks, tools and strategies you need to manage in this fast-paced and ever-changing topic. During this hands-on class, focused on organic SEO, you will learn:

- The process and basic building blocks for SEO/SEM
- Overview of SEO tools, websites and software and how to choose the right ones
- Keyword research, planning and optimization
- Understanding what Google and the other search engines are looking for in your website
- Content writing for SEO
- Local SEO and SEO for mobile and social media
- How SEO fits into your overall digital marketing strategy

Dan Sturdivant

4 Thursday evenings, 6–9 p.m. 10/12/17–11/2/17

Dallas Campus

\$695

Video Marketing Strategy

With over 75 million people in the USA watching online videos everyday, mostly on mobile devices, it's no surprise that spending on video marketing has more than tripled in the last five years. Video is now an integral and essential part of any digital marketing campaign, but being successful at video marketing requires a distinct skill set that differs from other marketing tactics. During this class you will:

- Understand how to shoot, edit, and upload a video to Facebook, YouTube and Instagram
- Understand the basics of storytelling with online video
- Understand how to optimize a YouTube channel and video
- Understand the basics of video marketing strategy
- Understand the core success factors and how to measure success

Jeremy Vest

5 Thursday evenings, 6–9 p.m.

11/16/17–1/4/18, skip 11/23/17, 12/21/17, 12/28/17

Dallas Campus

\$695

Writing Engaging Content and Copy

The ability to write engaging content is one of the most valuable and marketable skill sets to both small and large organizations. This hands-on and interactive workshop-style course will help you expand upon the writing skills you already have. During this course you will learn:

- Copy and content writing Mechanics and Principles and how to put them into practice
- How to write for the web, social media, e-mail and landing pages and websites
- How to write for print, from advertisements to brochures
- Writing in different voices, developing your own style and adapting your style when needed
- How to be persuasive and compelling
- Using imaging, metaphors and story telling

Laura Wooten

5 Wednesday evenings, 6:30–9 p.m.

11/15/17–1/3/18, skip 11/22/17, 12/20/17, 12/27/17

Plano Campus

\$695

Designing Customer Experiences and Service Design

As brands increasingly become a reflection of the need they fulfill and the customer experience they deliver, organizations are finding it competitively necessary to devote resources to designing end-to-end customer experiences. This is providing designers with an enormous opportunity to play a pivotal and central role within their organizations and the emerging role of Chief Design Officer. Taught by one of the world's leading service design practitioners you will learn:

- Applying design thinking to customer experiences
- Stakeholder and ecosystem mapping
- Research strategies and mapping customer journeys
- Identifying and assessing touch points
- Identifying opportunities for high impact design improvements
- Prototyping, testing and refining concepts to improve customer experiences

Jamin Hegeman

4 Tuesday evenings, 6:30 p.m.–9 p.m.

1/16/18–2/6/18, Dallas Campus

\$695

Developing and Implementing a Social Media Campaign Workshop

Designing an effective and integrated campaign and then implementing it requires a different mindset and discipline than simply using various social media platforms to push out messages when you feel like it. Your strategy needs to be grounded in analysis, integrated with other platforms and channels and implemented on- time and within budget.

You will learn:

- Developing your strategy: using audits, analysis and research to develop a strategy
- Integrating your social media campaign with your other marketing channels
- Implementing your strategy: time lines, scheduling, budgeting, working with vendors
- Measuring the success of your social media campaign.
- Gaining insight from your analysis of this campaign for your next one

Lissa Duty

4 Tuesday evenings, 6–9 p.m., 2/13/18–3/6/18

Dallas Campus

\$695

Mastering PPC, Paid Search and Paid Social

PPC and Paid Search and Social are the most measurable and effective methods of selling product and generating leads. However, many campaigns and accounts are unsuccessful because they are not set up correctly or monitored appropriately. This hands-on course will cover the best practices of how to use Adwords and how to measure your success in paid search and social media.

- Setting goals and measurement
- Understand how ads are chosen and clicks are priced
- Keyword Research and writing an effective PPC ad
- Bidding basics and strategies
- Mobile considerations for PPC, paid search and social
- Audiences and Remarketing
- How paid social works across the different platforms

Steven Hammer

5 Wednesday evenings, 6–8:30 p.m.

3/14–4/11, Dallas Campus

\$695

E-mail Marketing: Leveraging Your Most Powerful Channel

E-mail is the undisputed leader of all digital channels, outperforming even social in terms of both conversion rates and use. But e-mail marketing isn't what it used to be. E-mail needs to be integrated and social-savvy, personalized, well-designed for viewing on different devices and engage people in a variety of contexts. You will learn:

- E-mail campaigns: Planning, personalization, segmentation, content development, automation
- Understanding types of E-mail Campaigns — Trigger, Marketing messages, Transactional, Drip campaigns
- B2B e-mail marketing
- E-mail List Growth and Cleansing: Data hygiene and deliverability strategies & tactics
- Tracking performance of your e-mail program through reporting and insights

Renee Adams

4 Tuesday evenings, 6–9 p.m., 3/13/18–4/3/18

Dallas Campus

\$695

Mobile Marketing and Analytics: Strategies, Tactics and Tools

With 75% of the US making their purchases with smart phones, the issue is not whether you need to master mobile marketing — it's a matter of how quickly you can get up to speed. This fast- moving and intensive course will guide you through the key considerations and tools necessary when developing and driving a mobile strategy. You will learn:

- Overview of mobile systems, platforms and processes
- Developing a strategy, and planning for mobile
- Messaging for mobile and developing push and pull programs and strategies for driving customers to accept location
- Moving beyond banner ads and text messaging to real-time digital experiences
- Combining mobile with your other channels: integration and cross marketing opportunities
- Location-based marketing: the art and science of geotargeting, geofencing and beaconing
- Mobile marketing analytics and developing relevant and realistic KPI's for mobile
- Measuring the effectiveness of mobile campaigns

Abhi Vyas

4 Monday evenings, 6–9 p.m.

5/7/18–6/4/18, skip 5/28/18, Dallas Campus

\$695



Digital Marketing Electives



B2B Digital Marketing NEW!

B2C digital strategies and tactics don't usually translate well to B2B, but the impact of a well thought out and executable digital campaign is equally as powerful. If you are working in a B2B environment, this class is an obvious choice. If you're in B2C, take this class to round out your knowledge, experience and skill set to open up your opportunities with B2B employers.

- Segmenting and developing personas in a B2B market
- Social media marketing in the B2B space
- Harnessing the power of e-mail and personalization in B2B
- Content marketing for business
- Marketing automation for B2B
- Driving an Account Based Marketing (ABM) strategy with digital
- The nuances of measuring the ROI of a B2B digital marketing campaign

Brad McCormick

4 Tuesday evenings, 6-9 p.m.

4/10/18-5/1/18, Dallas Campus

\$695

Influencer Marketing NEW!

Influencer marketing focuses on using key influencers in your target market to drive your brand's message. As customers and especially millennials increasingly turn to influencers like bloggers, YouTube, Instagram, as well as Snapchat stars and celebrities to help them make their purchasing decisions, knowing how to develop an influencer campaign and integrate it with your other tactics has become integral to any successful social media and content strategy. Taught by someone who not only creates influencer marketing campaigns for his clients but is also an influencer himself, you will get unique insight into:

- How to identify and filter influencers
- Aligning influencers to your brand
- Developing KPI's for selecting influencers for your brand
- Processes that need to be in place for influencer marketing
- Paying, rewarding and incentivizing influencers
- Maintaining control of your brand while putting messaging into an influencer's hands
- Measuring the ROI of individual influencers and your influencer campaign

Chase White

4 Tuesday evenings, 6-9 p.m.

5/1/18-5/29/18, Dallas Campus

\$695

Data Driven Marketing and Analytics Workshop

Marketers have mountains of data available to them but many are still uncomfortable with how to select and use data to help make critical strategic decisions. This hands-on workshop-style course will help you get started on your data-driven marketing journey. Build a foundation to leverage the power of data, move beyond intuition, and transform your organization. Using MS Excel, you will learn:

- Price optimization: how to price your products
- Forecasting: how content, messaging and advertising affects customer behavior and sales
- Conjoint analysis: what product features influence your customer's preferences and how to improve customer experience
- Cluster analysis: techniques to identify a profitable niche in a crowded market
- Customer lifetime value: estimate a customer's lifetime value and identify those you need to keep and those customers you might need to fire
- Market response modeling: analyze results of your marketing activities and maximize effectiveness

Sujoy Chandra

6 Wednesday evenings, 6:30-9 p.m.

5/9/18-6/13/18, Dallas Campus

\$695



**Learn more about the
2017 Fall Convocation on
Creative Communication
on page 16**



SMU CORPORATE PROGRAMS
HELPING CREATE ENGAGED EMPLOYEES
READY TO WORK IN REAL-WORLD SITUATIONS

SMU CAPE's custom training is designed to meet your organization's needs. Whether you're looking to grow your team's soft skills, technical know-how or to build stronger bond within the team, SMU CAPE will customize a program for you.

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Contact Terry Teague at 214-621-4834 or corporateprograms@smu.edu to discuss your custom training needs.



Digital Analytics and Insights



Certificate Program

Digital analytics sits at the intersection of marketing, data analytics, and web development and design. As data-driven marketing becomes the norm in business, continually measuring results is essential to inform both marketing decision-making and overall business strategy. The Digital Analytics and Insights Certificate program incorporates the latest tools and trends with time-tested approaches taught by industry veterans. This fast-paced program will equip you with the knowledge you need to bring together vast amounts of data to provide actionable insights and communicate them effectively to leadership.

By the end of the program you will also be prepared to take the tests of two other industry recognized certifications: the GAIQ and the DAA CWA. It is not required to take these tests to pass the SMU CAPE Digital Analytics and Insights Certificate, however we strongly encourage students to take and pass these exams to add to an even more robust resume.



CLASS TIME

- Weekday evenings and three Saturday workshops
- 6-9 p.m.

NEXT START DATES

- January 22, 2018
- Thursday evenings and alternate Monday evenings on the Dallas campus; Saturday workshops on the Plano campus

TUITION

- Priority Rate : \$2,745
- Standard Rate: \$2,995
- Sallie Mae loan available

Key Benefits

Learn The Entire Process

Expand your knowledge, from data collection to analysis, plus how to use essential tools like Google Analytics.

Communicate Like A Pro

Understand how best to communicate your insights to decision-makers and put them into action to advance business goals.

Expand Your Professional Network

Network with and learn from instructors who are respected digital analytics professionals.

Receive Coaching

Career coaching services are offered as a benefit to all students in this certificate program.

Who Should Attend

- Marketing, communications, UX, web design business analytics, content development or SEO professionals
- New marketing and business graduates who recognize the need to expand their knowledge and skills to appeal to potential employers
- Anyone who needs to understand how their customers and potential customers interact with a company through the web, mobile, social media and more
- Data scientists and data analysts, market researchers, customer experience professionals

Required and Elective Courses

Required Courses

- Digital Marketing Analytics
- Digital Analytics Tools and Technologies
- Website Conversion Optimization
- Insights, Storytelling and Analytics Management
- Advanced Excel for Data Analytics Workshop
- Adobe Analytics Workshop

Electives (select one)

- Data Visualization and Dashboard Design
- Mobile Marketing and Analytics
- Data Driven Marketing and Analytics
- Getting Started with Predictive Analytics and Machine Learning

Students enrolled in the full certificate program will also be automatically registered into the DAA CWA Test Prep Workshop. It is not required to take this workshop to fulfill the requirements of the Digital Analytics and Insights Certificate Program, but it is strongly encouraged.

How To Enroll

Submit your application form online. Applications are accepted on an ongoing basis. Register and pay for the full certificate at one time and save \$700 over the price if purchased separately!

For questions, please contact Karoline Staton at 214-768-1086 or e-mail: caperecruiter@smu.edu

Digital Analytics and Insights Required Courses

Digital Marketing Analytics

The ability to analyze, understand and use your data has become a fundamental component of the marketing profession and nowhere is it more prevalent than the digital platform. Using a variety of analytics tools, with a focus on Google Analytics, you will learn:

- Aligning measurement with strategic objectives
- Measurement methodologies and tools for different digital marketing channels
- Overview of analytics tools: what to use when and how to use the most important tools
- Insights from data: customer profiles and segments
- Conversion funnels and goals and conversion optimization
- Attribution methods, models and how to put an attribution system in place
- Google analytics and Google tag manager

Cameron Gawley

6 Monday evenings, 6–9 p.m., 1/22/18–2/26/18,

Dallas Campus and 1 Saturday workshop

9am–4pm, 2/10/18, Plano Campus

\$995

Digital Analytics Tools and Technologies

Understanding and being able to use the right digital analytics tools for the right purpose is an essential component for any analytics project.

This course will familiarize you with the best and most widely used tools and prepare you to become Google Analytics IQ certified.

During this course you will learn:

- Overview of how digital tracking works and how data is generated and published into reports
- Overview of the pros, cons and potential pitfalls of various tools and technologies used for digital analytics
- Defining business requirements, methods for extracting data and selecting a framework
- Determining, sourcing and selecting the best tool for different scenarios and objectives
- Hands-on exercises in Google Analytics and preparation for the GAIQ certification
- Hands-on exercises in IBM Digital Analytics (Coremetrics)
- Cross device tracking and analytics and mobile specific measurement platforms
- Overview and benefits of tag management systems

Rebecca Visconti

5 Wednesday evenings, every other week, 6–9 p.m.

Dallas campus, See website for dates.

\$795

Website Conversion Optimization

Advance from knowing how to pull reports to knowing how to do analysis. Go beyond providing basic data to finding actionable information and weaving it into a story that people at all levels of a company can understand. This hands-on course will walk you through learning best practices for analysis using real digital analytics data to answer real business questions, and will cover:

- Developing goals and key performance indicators (KPIs) for a specific website
- Content analysis, content effectiveness, and content targeting
- Mining data for actionable conversion insights
- Measuring and analyzing onsite search
- Funnel and fallout analysis

- Using segmentation to uncover hidden insights
- Landing page optimization
- A/B and multivariate testing

Halee Kotara

5 Monday evenings, 6–9 p.m., 3/5/18–4/2/18

Dallas Campus

\$695

Insights, Storytelling and Analytics Management

To be a successful digital analyst, you need more than the ability to effectively collect and analyze data from digital channels. The best and most sought-after analysts are also skilled in communicating their insights, storytelling and the overall management of analytics projects. Taught by a leading DFW practitioner you will learn:

- Creating visualizations and dashboards to communicate with your data
- Combining data from different sources to derive new insights
- Identifying, editing and communicating insights to senior management
- Best practices in using data to tell a story
- Estimating the value of potential projects to help prioritize your workloads and projects
- Digital data governance and data democratization

Jeff Rosenfeld

3 Monday evenings, 6–9 p.m., 4/9/18–4/23/18

Dallas Campus

\$495

Advanced Excel for Data Analytics Workshop

One of the most powerful and certainly the most widely used tool in data analysis is Microsoft Excel. This one-day, hands-on workshop will give you the opportunity to learn and practice the most important components of Excel used in analysis of digital data. Through a hands-on exercises you will learn:

- Functions and Formulas
- Pivot Tables and Text to Columns:
 - Data Visualization and Forecasting
 - Camera Images and Macros

Rebecca Visconti

1 Saturday Workshop, 9-4 p.m., 2/10/18

Plano Campus

\$395

Adobe Analytics Workshop

Adobe Analytics is the leading digital analytics tool used in large organizations across the USA. This intensive hands-on workshop is designed to help you become familiar with the most important features and uses of Adobe Analytics. After attending this workshop you will be familiar with and understand:

- Adobe Marketing Cloud ecosystem
- The components of an Adobe Analytics Deployment
- The process for an Adobe Analytics implementation with and without Dynamic Tag Manager
- The primary user interface and reporting components of Adobe Analytics
- The implementation process for Mobile Apps and the Mobile Services Interface

Matthew Ross

2 Saturday Workshops, 9-12 p.m.

4/21/18-4/28/18, Plano Campus

\$395



Digital Analytics and Insights Electives

Data Visualization, Infographics and Dashboards

Communicating large sets of data quickly in an easy format to draw out insights and uncover stories is both a science and an art. More businesses are expecting employees to visualize data for both their internal and external communications and to help them quickly identify insights to act upon. During this hands-on workshop you will learn:

- Data driven design and the art and science of data visualization
- The data visualization and infographics design process
- Data visualization used for insight discovery vs. communication
- Dashboards and chart design best practices and common mistakes
- How and when to use the various software and online tools
- Storytelling with data and multiple uses data visualization
- Tools to build interactive and animated data visualizations

Randy Krum

6 Tuesday evenings, 6:30–9 p.m.
4/24/18–5/29/18, Dallas Campus

\$695

Mobile Marketing and Analytics

With 75% of the US making their purchases with smart phones, the issue is not whether you need to master mobile marketing... it's a matter of how quickly you can get up to speed. This fast-moving and intensive course will guide you through the key considerations and tools necessary when developing and driving a mobile strategy. You will learn:

- Overview of mobile systems, platforms and processes
- Developing a strategy, and planning for mobile
- Messaging for mobile and developing push and pull programs and strategies for driving customers to accept location
- Moving beyond banner ads and text messaging to real-time digital experiences
- Combining mobile with your other channels: integration and cross marketing opportunities
- Location-based marketing: the art and science of geotargeting, geofencing and beaconing
- Mobile marketing analytics and developing relevant and realistic KPI's for mobile
- Measuring the effectiveness of mobile campaigns

Abhi Vyas

4 Monday evenings, 6–9 p.m.

5/7/18-6/4/18, skip 5/28/18, Dallas Campus

\$695

Data Driven Marketing and Analytics

Marketers have mountains of data available to them but many are still uncomfortable with how to select and use data to help make critical strategic decisions. This hands-on workshop-style course will help you get started on your data-driven marketing journey. Build a foundation to leverage the power of data, move beyond intuition, and transform your organization. Using MS Excel, you will learn:

- Price optimization: how to price your products
- Forecasting: how content, messaging and advertising affects customer behavior and sales
- Conjoint analysis: what product features influence your customer's preferences and how to improve customer experience
- Cluster analysis: techniques to identify a profitable niche in a crowded market
- Customer lifetime value: estimate a customer's lifetime value and identify those you need to keep and those customers you might need to fire
- Market response modeling: analyze results of your marketing activities and maximize effectiveness

Sujoy Chandra

6 Wednesday evenings, 6:30–9 p.m.

5/9/18–6/13/18, Dallas Campus

\$695

Predictive Analytics and Machine Learning with Python

This course is designed to enable students to gain practical knowledge on a set of core machine learning algorithms. Through a set of practical examples, students will review these algorithms and their use and gain a deeper understanding. In this interactive hands-on course, students will learn topics such as:

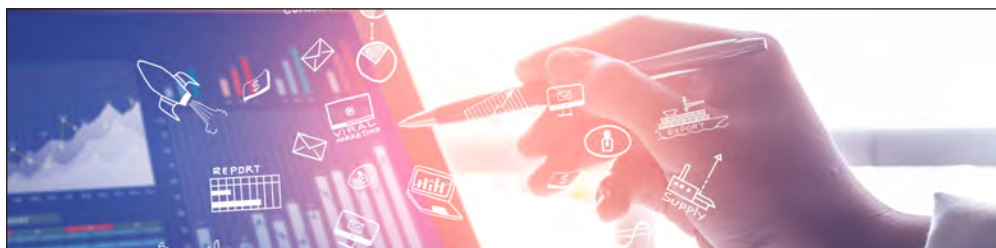
- Machine Learning and Artificial Intelligence Context
- Machine Learning prerequisites and Algorithms
- Decision Trees Learning and Clustering Algorithms
- Market Basket Analysis
- Artificial Neural Networks and Natural Language Processing
- Machine Learning Algorithm Selection Framework
- Setup inputs and Setup preprocessing constructs
- Execution of Machine Learning Algorithms

Abhishek Goel

10 Thursday evenings, 6–9 p.m.

3/29/18–4/26/18, Dallas Campus

\$795



OPTIONAL DIGITAL ANALYTICS AND INSIGHTS WORKSHOP

DAA Certified Web Analyst Test Prep Workshop

The DAA's Certified Web Analyst Program™ allows you to obtain a professional recognition by an industry association, further validating your knowledge and competency within the web analytics industry. It is designed to identify not only analysts with broad domain knowledge, but also — and more importantly — analysts demonstrating a high level of analytical and problem-solving ability across the entire web business spectrum.

Taught by one of the DAA CWA exam designers and evaluators you will learn:

- What information you need to prepare for the Certification Exam including:
 - Current Exam Categories
 - Core Competencies
- In-depth review of the Exam format and structure
- Example of test questions
 - Tips and tricks and resources to prepare for the exam.

Keefe Wong
1 Saturday morning
9 a.m.–12 p.m., 5/5/18
Plano Campus

\$99



Data Science Workshops

Python for Data Science Workshop

Python is one of the most important skills to have in data science and engineering as it has quickly become the standard for scientific and statistical analysis. The first four weeks of this workshop will provide an introduction to basics of writing and running Python scripts and then quickly move to more advanced topics in data science. Through hands-on instruction some of what you will learn:

- Defining the quantitative construct to make inference on a question
- Identifying data needed and the limitations of the data
- Constructing sensitivity analysis
- Where Python fits in the Python/Hadoop/Spark ecosystem
- Implementing classification and regression models using machine learning
- Importing structure and unstructured data into Python

Dwayne Paschall

9 Monday evenings, 6–9 p.m.

10/9/17–12/11/17, skip 11/20/17

Dallas Campus

\$1,095

Hands-On Data Visualization Tools Workshop

Get your hands dirty working with some of the most important applications and websites used to design data visualizations for use in reports, presentations, infographics, dashboards and more. Depending on the different types of data you work with, you need your own data visualization toolbox with a mix of the best tools. Learn which are the best tools for your projects, and the limitations and nuances of different tools. Through live demonstrations and hands-on exercises with sample datasets, you will become familiar with the most popular tools for data visualization including:

- Productivity & Design Suites: Office (Excel & PowerPoint); Adobe Illustrator
- Analytics Applications: Tableau Public; Microsoft PowerBI
- Online DataViz: BatchGeo; Wordle; ThingLink; Circos.ca; Plotly; The Noun Project
- Online Design Platforms: Infogr.am; Visme.co
- Color Tools: Paletton; Colblindor

Randy Krum

1 Friday, 9 a.m.–4 p.m., 12/8/17

Plano Campus

\$395

Advanced Excel for Data Analytics Workshop

One of the most powerful and certainly the most widely used tool in data analysis is Microsoft Excel. This one-day, hands-on workshop will give you the opportunity to learn and practice the most important components of Excel used in analysis of digital data. Through hands-on exercises you will learn:

- Functions and Formulas
- Pivot Tables and Text to Columns:
- Data Visualization and Forecasting
- Camera Images and Macros

Rebecca Visconti

1 Saturday Workshop, 9 a.m.–4 p.m.

2/10/18, Dallas Campus

\$395

Hadoop and Apache Spark Workshop

Currently the most in-demand skills for handling and managing Big Data is Hadoop and Apache Spark. With volumes and varieties of data coming from multiple sources like social media, automated sensors and IOT, the ability to work with Big Data using tools like Hadoop and Spark is only going to grow in popularity. Through instructor-led discussion and interactive, hands-on exercises, participants will learn:

- How to import data into your Apache Hadoop cluster and process it with Spark, Hive, Sqoop, Impala, and other Hadoop ecosystem tools
- To identify which tool is the right one to use in a given situation, and will gain hands-on experience in developing using those tools.
- How to architect and build a data platform for Big Data

Sadu Hegde

5 Saturdays, 9 a.m.–4 p.m.

4/14/18-5/19/18, skip 4/28/18, Dallas Campus

\$795

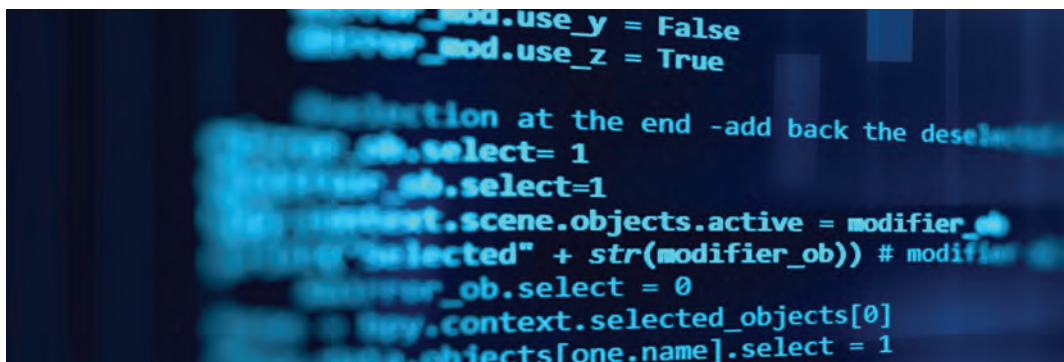


WANT YOUR RESUME TO REALLY STAND OUT?

TRY UPGRADING YOUR SOFT SKILLS!

Employers are in critical need for technical and analytical professionals with strong communication and soft skills. Make your resume stand out from the others by adding a Record of Achievement in Soft Skills Training to your resume and LinkedIn profile.

See page 32.



Data Visualization, Infographic and Dashboard Design Workshop

Communicating large sets of data quickly in an easy format to draw out insights and uncover stories is both a science and an art. Businesses are increasingly expecting employees to visualize data for both their internal and external communications and to help them quickly identify insights to act upon. During this hands-on workshop you will learn:

- Data driven design and the art and science of data visualization
- The data visualization and infographics design process
- Data visualization used for insight discovery vs. communication
- Dashboards and chart design best practices and common mistakes
- How and when to use the various software and online tools
- Storytelling with data and multiple uses data visualization
- Tools to build interactive and animated data visualizations

Randy Krum

6 Tuesday evenings, 6:30-9 p.m.

4/24/18-5/29/18, Dallas Campus

\$695

Adobe Analytics Workshop

Adobe Analytics is the leading digital analytics tool used in large organizations across the USA. This intensive hands on workshop is designed to help you become familiar with the most important features and uses of Adobe Analytics. After attending this workshop you will be familiar with and understand:

- Adobe Marketing Cloud ecosystem
- The components of an Adobe Analytics Deployment
- The process for an Adobe Analytics implementation with and without Dynamic Tag Manager
- The primary user interface and reporting components of Adobe Analytics
- The implementation process for Mobile Apps and the Mobile Services Interface

Matthew Ross

2 Saturday Workshops, 9 a.m.-12 p.m.

4/21/18-4/28/18, Plano Campus

\$395

Data Driven Marketing and Analytics Workshop

Marketers have mountains of data available to them but many are still uncomfortable with how to select and use data to help make critical strategic decisions. This hands-on workshop-style course will help you get started on your data-driven marketing journey. Build a foundation to leverage the power of data, move beyond intuition, and transform your organization. Using MS Excel, you will learn:

- Price optimization: how to price your products
- Forecasting: how content, messaging and advertising affects customer behavior and sales
- Conjoint analysis: what product features influence your customer's preferences and how to improve customer experience
- Cluster analysis: techniques to identify a profitable niche in a crowded market
- Customer lifetime value: estimate a customer's lifetime value and identify those you need to keep and those customers you might need to fire
- Market response modeling: analyze results of your marketing activities and maximize effectiveness

Sujoy Chandra

6 Wednesday evenings, 6:30-9 p.m.

5/9/18-6/13/18, Dallas Campus

\$695

Predictive Analytics and Machine Learning

This course is designed to enable students to gain practical knowledge on a set of core machine learning algorithms. Through a set of practical examples, students will review these algorithms and their use to gain a deeper understanding. In this interactive hands-on course, students will learn topics such as:

- Machine Learning and Artificial Intelligence Context
- Machine Learning prerequisites and Algorithms
- Decision Trees Learning and Clustering Algorithms
- Market Basket Analysis
- Artificial Neural Networks and Natural Language Processing
- Machine Learning Algorithm Selection Framework
- Setup inputs and Setup preprocessing constructs
- Execution of Machine Learning Algorithms

Abhishek Goel

10 Thursdays evenings, 6-9 p.m.

3/29/18-5/31/18, Dallas Campus

\$795



Professional Development Workshops

Mastering the Soft Skills Workshop

You've seen all the job ads and you've noticed the person who gets promoted. Clearly, your soft skills are equally as important as your hard skills required for the job. Then why is mastering soft skills so hard? Soft skills are more difficult to describe, define and measure — they are the people skills that help you successfully interact with others in your workplace. Through personal assessments, group discussion and hands-on exercises (as well as homework) you will cover:

- Emotional intelligence evaluation and improvement
- Being a team player — how team players make decisions and communicate
- Presentation skills and interpersonal skills
- Body language and how people communicate
- Projecting self-confidence and a good attitude
- Managing up and across your organization
- Flexibility, adaptability and working in a constantly changing environment
- Becoming an active listener
- Organization and punctuality

Buzz Kolbe

4 Monday evenings, 6–9 p.m., 11/20/17–12/11/17
Dallas Campus **\$595**

4 Wednesdays, Half Day Workshops

9 a.m.–12 p.m., 5/9/18- 5/30/18
Plano Campus **\$595**

Only \$357 for students enrolled in a SMU CAPE technology-related certificate program. All students who complete this workshop will receive a record of achievement in soft skills training. We encourage you to add this to your resume and LinkedIn profile.

Customer Journey Mapping Workshop

The organizational benefits of customer journey mapping are well known. Having a practical understanding of what works and what doesn't when implementing and managing a program is essential to its success. Taught by two of the top industry practitioners in the country this hands on interactive workshops will cover:

- How to set up a journey mapping program for success
- Different methodologies and techniques for mapping customer journeys
- Identifying and calculating the ROI of your journey management program
- Where to start when your customers' journey is highly complex
- Updating and validating your journey maps in an ever changing, dynamic omni-channel environment
- When and how to involve your organizations stakeholders and leaders
- Overview of software and tools available
- Tips on presenting and communicating insights from your customer journey map

Diane Magers and Mike Kendall

2 Day Workshop, Thursday and Friday 9 a.m.–4 p.m.
4/5-4/6/18, Plano Campus **\$595**

Using Design Thinking to Create Amazing Customer Experiences (CX)

Many of the world's leading companies recognize that they must innovate and optimize their customer experiences to effectively compete. They are using Design Thinking methodologies to achieve this and rapidly deliver value. Design Thinking is a proven approach that helps create customer-centric products, services, and experiences by observing and engaging customers in the design. Through this learn-by-doing session, you will be introduced to key Design Thinking mindsets, behaviors, and tools to help your organization discover the importance of customer-centered design, and discover the impact it can have on growth and building customer-centric and collaborative cultures.

- Gaining deep customer empathy and insight to discover important unsolved problems
- Learning tools to quickly envision and prototype customer-centered products / services / experiences
- Designing rapid experiments to test for customer impact
- Creating higher fidelity designs and scaling your solutions
- Understanding common pitfalls and success factors when adopting a Design Thinking approach

Mike Kendall

1 Friday Workshop, 9 a.m.-4 p.m., 6/1/18,
Plano Campus **\$395**

Mastering Request for Proposals (RFPs): Successful Strategies for Creating Winning Submissions

Contribute to your firm's bottom line by driving growth and mastering techniques for creating successful responses to RFPs. This hands-on workshop is designed to unravel commercial and government solicitations, and assist participants in developing compliant, compelling, and winning submissions.

- Capture planning and marketing intelligence
- Teaming and subcontracting
- Proposal Analysis
- Drafting and coordinating proposal sections
- Proposal Quality Control and Quality Assurance (QA/QC)
- Proposal Presentations and Interview Preparation

Ige Guobadia

1 Friday, 9 a.m.–4 p.m., 11/3/17, Dallas Campus **\$395**





TEST PREP FOR YOUR NEXT STEP

Whether you are applying to graduate school or taking a project management exam, SMU CAPE Test Prep has a course to meet your needs. SAT and ACT prep courses are also offered for high school students on weekends and during school breaks.


Find
SAT Blitz Preparation
Courses on page 62

GMAT, GRE and LSAT
Preparation Courses
on page 44



Advanced Management for HR Professionals with PHR Exam Prep



Online Certificate Program

Over the years, the field of human resources has evolved from dealing solely with matters of payroll and personnel. Today it includes recruiting candidates, retaining talent, developing staff plus a range of complicated workplace issues. Whether you are someone looking to enter the field or are a professional who is seeking to enhance and update your skills, this online class will help you achieve your goals.



CLASS TIME	NEXT START DATES	TUITION
<ul style="list-style-type: none"> • 11 Modules • 6 Months 	<ul style="list-style-type: none"> • On-going • Register online 	<ul style="list-style-type: none"> • \$4,995

Who Should Attend

- Full-time students and professionals who are currently employed in the human resources industry
- Office administrators
- Anyone involved in the human resources process

Key Benefits

- Expertise of professional instructors teaches you real-world skills
- Learn the recruitment to post-hire process
- Explore the most effective methods companies use to attract, select and on-board the best candidates
- Examine characteristics that lead to the development of a high performance organization
- Develop strong collaborative, problem-solving skills
- Enhance your communication skills
- Prepare for the revised Professional in Human Resources (PHR) and Senior Professional in Human Resources (SPHR) certification exams
- Convenience and flexibility of an online certificate program

Program Format

All SMU CAPE Courses and Certificates offered through our partnership with WorldEducation.net are completely online. All Online Certificates are offered through WorldEducation.net some of the courses are through other vendors or taught in-house through SMU CAPE.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.

To sit for the PHR certification exam, you must meet education and experience requirements. Please visit HRCI.org for requirement information.

For questions, please contact World Education at Toll Free: 1-855-201-6910

Certified Ethical Hacker



Online Certificate Program

Many savvy businesses that are serious about their network security proactively protect their systems by hiring IT professionals who are skilled at preventing data theft and fraud. Become a certified ethical hacker and learn to identify system vulnerabilities to help prevent unwanted access to information systems



CLASS TIME

- 7 Modules
- 6 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$3,995

Who Should Attend

- Security officers and professionals
- Site administrators
- Anyone concerned about the integrity of the network infrastructure

Key Benefits

- Expertise of professional instructors who teach real-world skills
- Convenience and flexibility of an online certificate program
- Master ethical hacking methodology
- Learn ethical hacking skills that are in high demand

Program Format

All SMU CAPE Courses and Certificates offered through our partnership with WorldEducation.net are completely online. You will never be required to attend a brick and mortar classroom and you can complete your entire course from the comfort of your own home or office.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.



The Power of the Story
2017 Fall Convocation on Creative Communication
Featuring a **FREE** lecture by bestselling author **Anne Lamott.**

Learn more about the 2017 Fall Convocation on Creative Communication on page 16

For questions, please contact World Education at Toll Free: 1-855-201-6910



Grant Research and Writing



Online Certificate Program

Arm yourself with the skills and tools you need to write effective grant proposals. Whether you are a student or working professional, you will benefit from experienced grant writers with real world experience as they guide you through the step-by-step processes for public, private and government grants that will persuade your readers.



CLASS TIME

- 5 Modules
- 6 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$2,995

Who Should Attend

- Professionals in education
- Managers of nonprofit organizations
- Freelance writers

Key Benefits

- Expertise of professional instructors teaches you real-world skills
- Convenience and flexibility of an online certificate program
- How to research a variety of funding sources
- How to get started with the grant acquisition process
- Effective grant writing techniques
- Technical writing skills

Program Format

All SMU CAPE Online Certificate programs are offered through our curriculum partner, WorldEducation.net. World Education, LLC is the trusted leader in online learning, fully immersed each day in its mission of providing quality education to the world. Offering innovative learning solutions to accredited colleges and universities, World Education serves thousands of students and partners worldwide.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.



For questions, please contact World Education at Toll Free: 1-855-201-6910

Law Enforcement Professional



Online Certificate Program

Law Enforcement Professionals are constantly on the front lines of defense for our communities. The Law Enforcement Professional program takes students through the ins and outs of day-to-day police activity and introduces them to the complex criminal justice system.



CLASS TIME

- 18 Modules
- 6 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$2,295

Who Should Attend

- Individuals aspiring to be security officers or guards
- Individuals aspiring to obtain certification prior to entering a police academy
- Individuals transitioning from security to law enforcement

Key Benefits

Gain a firm understanding of the criminal justice system as a whole and the ethical considerations that ensure its proper function every day.

- Define terms related to law enforcement
- Examine the organization of law enforcement
- Examine the roles, functions, and styles of policing
- Describe the impact that history has had on the current law enforcement system
- Analyze the use of forensic science and criminalistics in the criminal justice system
- Examine challenges faced by law enforcement
- Analyze laws as related to policing
- Appraise the use of technology in policing
- Analyze issues related to policing in foreign countries
- Describe the personal qualities that affect the interview process
- Research, using articles from the Internet, and describe how to successfully interview and interrogate witnesses

- Differentiate an interview from an interrogation
- Formulate a list of questions that can be used in purposeful interrogation
- Identify the steps in the interview process
- Compare the traditional interview method with the cognitive interview method
- Identify the constitutional and legal considerations that must be made during a criminal interrogation
- Using case studies, analyze the techniques used by officers in obtaining a confession and make suggestions for improvement
- Describe interview approaches for special populations

Program Format

All SMU CAPE Courses and Certificates offered through our partnership with WorldEducation.net are completely online. You will never be required to attend a brick and mortar classroom and you can complete your entire course from the comfort of your own home or office.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.

For questions, please contact World Education at Toll Free: 1-855-201-6910



Management for High-Technology Professionals



Online Certificate Program

At its very core, every business is a social system. Our online IT management certification program explores the organizational culture and the various ways it influences how people interact, to maximize the long-term viability of any company.



CLASS TIME

- 8 Modules
- 6 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$3,995

Who Should Attend

- Full-time students and working professionals who have recently assumed management responsibilities
- Individuals who manage other IT professionals
- Anyone with decision-making authority in the project management area

Key Benefits

- Focus on a range of best practice modules from a variety of high-tech companies
- Learn collaborative problem-solving skills
- Develop basic managerial skills needed to plan for operational success
- Become acquainted with the fundamentals of financial accounting management and profit/loss responsibility
- Learn the basic principles of the budgeting process
- Learn the fundamental operational issues related to e-business

Program Format

All SMU CAPE Courses and Certificates offered through our partnership with WorldEducation.net are completely online. You will never be required to attend a brick and mortar classroom and you can complete your entire course from the comfort of your own home or office.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.



Want to grow your business? Learn more about our Corporate Programs on page 63 or online at smu.edu/cape/corporateprograms.

For questions, please contact World Education at Toll Free: 1-855-201-6910

Management for Tax-Exempt and Non-Profit Organizations



Online Certificate Program

Learn what it takes to operate a service organization by gaining the knowledge and understanding of management issues that are unique to non-profit and tax-exempt organizations.



CLASS TIME

- 10 Modules
- 6 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$2,995

Who Should Attend

- Anyone who currently works or plans to work in a non-profit or tax-exempt organization
- Individuals who currently work in a government agency or plan to
- Those who simply want to increase their knowledge and understanding of management issues that are unique to non-profit and tax-exempt organizations

Key Benefits

- Expertise of professional instructors teaches you real-world skills
- Convenience and flexibility of an online certificate program
- Non-profit management and governance
- Non-profit fundraising
- Marketing in the non-profit sector
- Newsletters
- Persuasive communications
- Negotiation skills for non-profit managers
- Non-profit budgeting
- Financial and accounting for non-profits
- Strategic operations in the non-profit environment
- Project management for non-profits
- Career Coaching is offered as part of your certificate course.

Program Format

All SMU CAPE Courses and Certificates offered through our partnership with WorldEducation.net are completely online. You will never be required to attend a brick and mortar classroom and you can complete your entire course from the comfort of your own home or office.

This non-profit management training course allows you to learn at your own pace, from the comfort of your own home. Our open enrollment lets you begin your studies at any time, and our online registration process is quick, easy and 100% safe.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.

For questions, please contact World Education at Toll Free: 1-855-201-6910



Mobile App Design and Development



Online Certificate Program

Whether you're looking to begin a new career as an app developer or simply want to broaden your knowledge for your own enjoyment, our mobile application course is the place to begin. In addition to learning how to create mobile apps for iOS and Android, you'll receive a professional certification in one of the fastest growing fields in IT.



CLASS TIME

- 28 Modules
- 12 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$2,995

Who Should Attend

- Students seeking skills to build a career in mobile app design and development
- Those learning for their personal enjoyment

Key Benefits

- Expertise of professional instructors teaches you real-world skills
- Convenience and flexibility of an online certificate program
- Learn how to focus in on a target audience and design specifically for them
- Develop real apps, for Android and iOS,
- Design process and mobile application life cycles
- User interface and user experience design
- How to monetize an app to generate revenue
- Analyze, test and write critical reviews of mobile applications
- Learn to deploy apps to Blackberry and Windows Mobile
- Included in the program tuition is the Apprentice Mobile Application Designer and Developer Certification provided by WebProfessionals.org.

Program Format

This SMU CAPE online certificate is offered through our curriculum partner, WorldEducation.net. World Education, LLC is the trusted leader in online learning, fully immersed each day in its mission of providing quality education to the world. Offering innovative learning solutions to accredited colleges and universities, World Education serves thousands of students and partners worldwide.

As with all of our courses in partnership with Worldeducation.net, this offering is 100% online, self-paced and instructor-facilitated. And our open enrollment policy allows students to begin learning at their convenience from the comfort of their own homes. Enrolling is easy and completely safe using our secure online registration process.

Obtain Certification

Upon completion of your training, you will be enrolled in the final certification exam which will prepare you to sit for the Apprentice Mobile Application Design and Development Certification Exam. To receive this certification, you must complete the practical (project and tutorial) work and pass the certification final exam. You earn a WOW Apprentice Certification offered through www.webprofessionals.org

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.

For questions, please contact World Education at Toll Free: 1-855-201-6910

Supervisory and Managerial Skills



Online Certificate Program

To be a successful leader, you are expected to wear many hats, including coach, delegator, time manager, motivator, and disciplinarian, just to name a few. Whether you've been in a manager role for years or just looking forward to a promotion to the next level, you will learn the fundamental skills required to be successful.



CLASS TIME

- 9 Modules
- 6 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$3,995

Who Should Attend

- Anyone currently employed or looking to begin a career in a supervisory and/or managerial role

Key Benefits

- Learn successful leadership skills
- Explore the concept performance management and measurement process
- Learn valuable decision-making and time management strategies
- Understand essential and effective communication skills
- Create effective benchmarking metrics and strategic plans
- Examine effective negotiating styles
- Create successful project plans

Program Format

All SMU CAPE Online Certificate programs are offered through our curriculum partner, WorldEducation.net. World Education, LLC is the trusted leader in online learning, fully immersed each day in its mission of providing quality education to the world. Offering innovative learning solutions to accredited colleges and universities, World Education serves thousands of students and partners worldwide.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.



For questions, please contact World Education at Toll Free: 1-855-201-6910



Technical Writing



Online Certificate Program

Technical Writing is a career that offers a variety of writing possibilities. Our Technical Writing course focuses on a reader-centered approach and helps students understand the nature of writing highly effective letters, proposals, e-mails, memos, documentation and reports. Additionally, students will learn how to conduct research, appropriately cite sources and maintain readers' attention.



CLASS TIME

- 7 Modules
- 12 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$2,995

Who Should Attend

- Individuals who are seeking employment as a technical writer
- Anyone wishing to enhance their skills in technical writing

Key Benefits

- Describe the characteristics and guidelines of technical writing
- Describe strategies for analyzing your readers and meeting their needs
- Identify the steps for conducting research and preparing for technical writing
- Identify the strategies for reviewing drafts and managing projects
- Identify methods for developing document style, voice, and design elements

Program Format

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As with all of our courses in partnership with Worldeducation.net, this offering is 100% online, self-paced and instructor-facilitated. And our open enrollment policy allows students to begin learning at their convenience from the comfort of their own homes. Enrolling is easy and completely safe using our secure online registration process.

How To Enroll

Submit your application form online. Enrollments are accepted on an ongoing basis.



ENROLL NOW

All students who enroll in the **Technical Writing** course will receive a subscription to **Questia School**. This useful tool provides access to credible, scholarly content from over **75,000 full-text books and 9 million articles**, as well as research tutorials with interactive instruction on how to research and write papers.

For questions, please contact World Education at Toll Free: 1-855-201-6910

Web Design



Online Certificate Program

Are you a creative person who likes working on a computer? Web design may be the perfect field for you. Every business needs to present a new and exciting image to their audience, the public. Good web designers help companies present their best ideas using a combination of technology and designs. Using these tools, you may be the one to help your company or clients get the message to the public.



CLASS TIME

- 10 Modules
- 6 Months

NEXT START DATES

- On-going
- Register online

TUITION

- \$4,995

Who Should Attend

- Aspiring web design professionals seeking a strong foundation in tools and techniques
- Seasoned web professionals looking to learn current best practices
- Graphic design professionals seeking to enhance their skill set, training and resume
- Small business professionals looking to create or improve their website
- Anyone new to the field of web design or simply just wants to brush up on their skills

Key Benefits

- Learn from practicing professionals who are experts in their fields and teach real-world skills
- Gain up-to-date skills and techniques for the changing world of web design
- Enhance your portfolio through projects completed in this program
- Understand the basic fundamentals of HTML5 and CSS3 and how to use them to build a website from scratch
- Learn how to configure color, text, accessibility structure and mobile viewing features
- Get familiar with e-commerce, web promotion strategies and web design elements

Program Format

This course is offered through our curriculum partner, WorldEducation.net. World Education, LLC is the trusted leader in online learning, fully immersed each day in its mission of providing quality education to the world. Offering innovative learning solutions to accredited colleges and universities, World Education serves thousands of students and partners worldwide.

As with all of our courses in partnership with Worldeducation.net, this offering is 100% online, self-paced and instructor-facilitated. And our open enrollment policy allows students to begin learning at their convenience from the comfort of their own homes. Enrolling is easy and completely safe using our secure online registration process.

How To Enroll

Submit your application form and fee online. Enrollments are accepted on an ongoing basis.

For questions, please contact World Education at Toll Free: 1-855-201-6910



Test Prep for Graduate and Professional School Admission

We value the pursuit of higher education, and we want to help you achieve your goals. Our test preparation courses, led by expert instructors, provide you with tools and techniques to approach the GMAT, GRE, or LSAT exams with confidence. Textbooks and materials are included in the registration fee for all courses.



GMAT Preparation Course

Preparing to pursue an M.B.A. or other business degree can be a daunting task, especially when you've been out of school for a while. Our course will help you save time, eliminate mistakes and improve your GMAT score. The course covers the Quantitative, Verbal, Integrated Reasoning and Analytical Writing sections of the GMAT. It also prepares you for the various types of questions and specific skills tests that you will encounter in each component of the GMAT.

Fall 2017

Section A: Monday and Wednesday evenings, 6–9 p.m. 9/27/17–10/25/17, skip 10/9, Dallas Campus

Section B: Tuesdays and Thursday evenings, 6–9 p.m. 10/24/17–11/16/17, Dallas Campus

Winter 2018

Section A: Saturday mornings, 8 a.m.–12 p.m. 1/20/18–2/24/18, Dallas Campus

\$999



Join our Test Prep instructors on Monday, September 25th for hands-on workshops and information sessions to jump-start your preparation for the GMAT, GRE, or LSAT exams. Learn more about each test and the strategies to get your best score.

For more information and to RSVP, visit smu.edu/testprep.

GRE Preparation Course

Get the complex quantitative and verbal skills you need to succeed on the GRE. We'll cover each of the three main sections of the GRE General Test: Analytical Writing, Verbal Reasoning and Quantitative Reasoning. This course is designed for current college students, recent graduates and potential graduate school applicants.

Fall 2017

Section A: Tuesday and Thursday evenings, 6–9 p.m. 9/28/17–10/26/17, skip 10/10/17, Dallas Campus

Section B: Monday and Wednesday evenings, 6–9 p.m. 10/23/17–11/15/17, Dallas Campus

Winter 2018

Section A: Saturday afternoons, 1–5 p.m. 1/20/18–2/24/18, Dallas Campus

\$999

LSAT Preparation Course

Maximize your performance with this intensive course, focusing on proven techniques to simplify the LSAT. Learn easy-to-apply strategies for answering Logical Reasoning questions and Reading Comprehension passages. Gain strategies for understanding and quickly solving Analytical Reasoning logic games. This course is ideal for current undergraduates, recent graduates and anyone looking to apply to law school.

Fall 2017

Section A: Tuesday and Thursday evenings, 6–9:20 p.m. and Sunday afternoons 1-4:20 p.m., 8/22/17–9/12/17, skip 9/3/17, Dallas Campus

Section B: Monday and Wednesday evenings, 6–9 p.m. 10/18/17–11/27/17, skip 11/20

Winter 2018

Section A: Tuesday and Thursday evenings, 6–9:20 p.m. 1/9/18–2/6/18, Dallas Campus

\$999

START
HERE

Online options available at smu.edu/testprep



Personal Enrichment

Explore new ideas, passions and interests about a variety of topics with Personal Enrichment programs. From history, culture and travel to literature, film and photography, our courses will help you develop a skill or pursue a hobby in an engaging, inclusive learning environment.

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Art History



Greenstone, Glyphs, and Pyramids: Art of the Olmec and Maya NEW

Through the study of art and architecture, delve into the story of the ancient cultures of Mexico and Central America. Learn about Maya script, mythology, transformation, divine kingship, and ceremonial life and even try your hand at Maya writing. Through classroom instruction and a visit to the Dallas Museum of Art's outstanding collection of ancient Latin American art, gain a deep understanding of the artistic legacy of the ancient people of the New World.

Lauren Hughes, M.A.
3 Wednesdays, 1–2:30 p.m., 9/13/17–9/27/17
Dallas Campus \$109

Secrets of Machu Picchu: The Incas and Their Art NEW

Explore the meteoric rise and fall of the Incas of ancient Peru — an empire that, in less than one hundred years, extended nearly 6,000 miles along the Andes mountain range but also was conquered swiftly and definitively by the Spanish. Examine Incan art and architecture, created both before and after the Spanish conquest, and investigate the cultural centers of Cuzco and Machu Picchu. Learn how the indigenous Inca culture melded with that of the Spanish and see how Inca beliefs and artistic practice persisted even under Spanish rule.

Lauren Hughes, M.A.
3 Thursdays, 1–2:30 p.m., 10/19/17–11/2/17
Dallas Campus \$109

Exploring Culture: Northern Renaissance and Reformation Art NEW

Leading artists working in Belgium, France, Germany, and the Netherlands in the fifteenth and sixteenth centuries dedicated themselves to the realistic portrayal of people, landscapes, and objects with minute detail. Join us to study sumptuous masterpieces of the Northern Renaissance, including illuminated manuscripts, magnificent altarpieces, and intimate portraits. Examine works that created for royal patrons, such as the *Très Riches Heures du Duc de Berry*, as well as commissions from the rising wealthy merchant class by artists like Hans Holbein, Lucas Cranach the Elder, and Albrecht Durer.

Martha Anne Fielder, Ph.D.
5 Thursday evenings, 7:30 - 9 p.m., 10/26/17 - 11/30/17,
skip 11/23
Dallas Campus \$149

The Art and Influence of Marie Antoinette

Let's untangle the story of Marie Antoinette, one of history's most infamous characters, through the paintings, furniture, and decorative arts that created a sumptuous atmosphere of grandeur around the tragic queen and her court at the Palace of Versailles. Our study and discussion of these objects will shed light on the political climate of eighteenth-century France, the forces that led to the French Revolution and the long-lasting influence that Marie Antoinette had on art and design.

Lauren Hughes, M.A.
4 Tuesdays, 1 – 2:30 p.m. , 9/19/17 – 10/10/17
Dallas Campus \$129

The Queen's Houses: Royal Retreats and Residences NEW

Discover the real masterpieces of art and architecture that have been superbly recreated on the popular *The Crown and Victoria* miniseries. Explore the stately homes and estates of the British royal family, from Buckingham Palace to Balmoral. Explore the history, design, and distinctive features of Windsor Castle, Sandringham House, and other royal residences.

Jann Mackey, Ph.D.
1 Wednesday evening, 7–8:30 p.m., 10/4/17
Dallas Campus \$39

The Architecture of Dallas' Gilded Age

Dallas architecture experienced its own "Gilded Age" during the early years of the twentieth century, as newly-wealthy oil tycoons commissioned elegant homes along Swiss Avenue in east Dallas and Armstrong Avenue in Highland Park. Hal Thomson was the architect of choice for the city's elite, and his Aldredge House on Swiss Avenue is a masterpiece. The second class meeting will be held at the Aldredge House, so that you can experience firsthand one of the most beautiful and historically important homes of Dallas' early history.

Jann Mackey, Ph.D.
Wednesday and Saturday, 7–8:30 p.m.
(9:30–11 a.m. on Saturday), 10/11/17–10/14/17
Dallas Campus \$79



Art History



Frank Lloyd Wright and Texas **NEW**

Celebrate the sesquicentennial of Frank Lloyd Wright's birth in 1867 and discover his lasting influence on Texas architecture. This short course will cover Wright's Texas commissions, both built and unbuilt, including Dallas' own Kalita Humphreys Theater and John Gillin House. You also will meet the modern architects who worked in Dallas and were inspired by Frank Lloyd Wright—Howard Meyer, O'Neil Ford, Frank Welch, and others. Join us to discover the enduring legacy of Wright's ideas on how we live, design, and build, even today.

Jann Mackey, Ph.D.

1 Wednesday evening, 7–8:30 p.m., 11/8/17

Dallas Campus

\$39

Modern Forms: A History of Sculpture in the Modern Age **NEW**

Follow the history of modern art, focusing on sculpture of the nineteenth and twentieth centuries. This course will begin with the figural works of Auguste Rodin and will continue through the major movements of the subsequent 125 years. Consider important works by artists like Constantin Brâncuși, Joan Miró, Alexander Calder, Henry Moore, and others with regard to their choice of media, techniques, and tools. This course includes a trip to the Dallas Museum of Art and Nasher Sculpture Center, to view and discuss works on view in the galleries.

Lane Banks

Section A: Thursdays, 1:30–3 p.m.

9/14/17–10/12/17

Dallas Campus

Section B: 5 Thursday evenings, 7–8:30 p.m.

10/19/17–11/16/17

Dallas Campus

\$149

R-Rated Gallery Hopping: Get Intimate with Art!

With an expert as your guide, spend your Saturday in this stimulating introduction to Dallas' vibrant visual art scene. Arouse your artistic affinity through lively and provocative discussions about the latest happenings in the local art community. Join us to challenge your conceptions and expand your knowledge of contemporary art and artists working today.

Gail Sachson, M.F.A.

1 Saturday, 1–3:30 p.m., 10/7/17

Dallas Campus

\$59

We ♥ Dallas: The Best Art and Culture in Big D **NEW**

Do you crave culture? Gail Sachson, cultural champion extraordinaire, will share an up-to-the-minute guide to Dallas' best sites, sounds, and scenes. Whether you are a new arrival, or are simply looking for new ways to connect to our city, let Gail be your guide to discover Dallas's "cultural capital."

Gail Sachson, M.F.A.

1 Saturday afternoon, 1–3:30 p.m., 11/4/17

Dallas Campus

\$39

Artists and Galleries: A Marriage Manual **NEW**

Like any good relationship, making smart choices about gallery representation can make a match made in heaven. Join us for a constructive conversation to help you find the best fit to showcase your work. If you are an emerging artist, join us for insights and "insider intelligence" to navigate the professional art world.

Gail Sachson, M.F.A.

1 Saturday, 1–3:30 p.m., 11/18/17

Dallas Campus

\$39

Studio Art



Unless otherwise noted, supplies are not included in course fees. Supply lists will be provided.

Introduction to Drawing

Learn the elements of drawing in different media by working in charcoal, pencil and ink wash. This course focuses on quick work, developing the ability to look at a three-dimensional object and translate it to paper – with an emphasis on composition, line and value studies. You will work directly from live models and still life to improve your skills. Beginners, as well as those with experience, are welcome.

Andrew Wick, M.A.

6 Monday evenings, 7–9:30 p.m.

9/18/17–10/23/17

Dallas Campus

\$235

Figure Drawing

Practice observing and drawing the human figure using a variety of techniques and materials, including graphite, charcoal, ink and ink wash. Nude models will be used for drawing studies to help you improve command of proportion, contour and spatial relationships. This course is designed for those with previous drawing experience, though beginners also are welcome.

Peter Ligon, M.F.A.

6 Wednesday evenings, 6:30–9 p.m.

11/1/17–12/13/17, skip 11/22/17

Dallas Campus

\$255

Beginning Oil Painting

New and experienced painters alike will be introduced to the fundamentals of painting with oil in this six-week course. You will investigate the materials and techniques unique to oil painting and learn special considerations for working with this medium. With individual guidance in an informal, supportive environment, you will expand your knowledge of art elements and principles, learn about different methods and styles and enhance your painting skills through a series of class projects.

Suzanne Kelley Clark, M.F.A.

6 Monday evenings, 7–10 p.m.

10/2/17–11/6/17

Dallas Campus

\$275

Intermediate Oil Painting **NEW**

Advance your painting skill and technique in this course designed for students with prior oil painting experience. Start with presentations and demonstrations to investigate various stylistic and technical approaches, then explore your own artistic approach through individual projects. Develop a deeper understanding of art elements and principles and explore your personal style with individual guidance and instruction.

Suzanne Kelley Clark, M.F.A.

4 Monday evenings, 7–10 p.m., 11/13/17–12/4/17

Dallas Campus

\$235

Abstract Painting

In this course you will discover and experiment with the structure of different types of abstract painting. Each week we will draw inspiration from a new artist and will incorporate his/her ideas about abstraction into our own work. Using acrylic paints, you will gain paint handling skills and will gain knowledge of color theory, composition, and improvisation.

Anna Membrino, M.F.A.

6 Thursday evenings, 6–8:30 p.m.

9/14/17–10/19/17

Dallas Campus

\$275

Painting Like the Pros **NEW**

Discover how three preeminent modern artists—Van Gogh, O’Keefe, and Hockney—each approached his or her painting practice to create a distinctive style. Using their work as inspiration, you will incorporate the same methods and motifs to create your own paintings. In the course of six sessions, you will increase your knowledge and comfort with paint handling, color theory, composition, and improvisation.

Anna Membrino, M.F.A.

6 Tuesday evenings, 6–8:30 p.m.

10/10/17–11/14/17

Dallas Campus

\$245



Studio Art



Painting Dallas Landscapes: All Media

Work from nature in various locations around Dallas (weather permitting) to investigate the unique challenges of landscape and *plein air* painting. The course will discuss formal and technical concepts and undertake projects drawn from a variety of outdoor subjects. Learn how to successfully complete paintings on-site and explore the city with an artistic point of view.

8 Saturdays, 9:30 a.m.–12:30 p.m.
10/7/17–12/2/17, skip 11/25/17
 Dallas Campus

\$299

Taos Painting Experience: Fall 2017

Immerse yourself in the diverse and breathtaking landscape of Northern New Mexico in this unique, intensive seven-day workshop. Starting from our home base at SMU's Fort Burgwin campus, we will paint at a different location each day (weather permitting). We will take advantage of opportunities for sunset and night paintings, as well as evening lectures. We will conclude our experience with a short painting session, final critique and a group meal. Visit smu.edu/Taos for travel information and suggested accommodations near SMU-in-Taos.

Suzanne Kelley Clark, M.F.A.
Sunday–Saturday, 9 a.m.–4 p.m.
9/17/17–9/23/17

\$650

Printmaking, Level I

Learn the basics of printmaking and create original fine art prints using several techniques, including drypoint, *monotype*, and *chine collé*. This class is designed for all students regardless of previous experience.

Peter Ligon, M.F.A.
8 Monday evenings, 6:30–9 p.m.
9/11/17–10/30/17
 Dallas Campus

\$255

Beginning Calligraphy: The Art of Handlettering

Develop beautiful hand lettering skills in five distinct styles in this course, which will introduce the tools and techniques of calligraphy. In the course of six lessons, you will become comfortable using a variety of materials and confident in developing a calligraphic composition.

Susie-Melissa Cherry
6 Monday evenings, 6–7:30 p.m.
9/11/17–10/16/17
 Dallas Campus

\$184

Intermediate Calligraphy

If you can write in five standard lettering styles without tracing, you're ready for Intermediate Calligraphy. Continue to refine your technique and learn how to create simple layouts for envelopes, certificates, quotes and sayings, place cards and more.

Susie-Melissa Cherry
6 Monday evenings, 6–7:30 p.m.
10/23/17–11/27/17
 Dallas Campus

\$184

Beginning Hand Weaving: Pick-Up Weaving on a Cricket Loom **NEW**

Using a rigid heddle loom and pick-up stick, you will learn how to create many types of weave structures. Experiment and improve your skills with various tools and techniques to complete a sampler showcasing many types of pickup weaving. You also will complete a project of your own choosing over the course of four sessions. Designed for beginners, no prior weaving experience is necessary.

NOTE: Registration fee includes a loom to use in class and all materials.

Anne Cameron, Ph.D.

4 Mondays, 1:30–3:30 p.m., 10/23/17–11/13/17

Dallas Campus

\$234

Hand Weaving: Create a Fiber Wall Hanging **NEW**

From Pinterest to Etsy, fiber wall hangings are very popular as art and décor. Create your own work of art using a rigid heddle loom, a variety of yarn and fabric, and found objects. Learn about the different techniques, tools, and materials that artists use to create fiber art and explore principles of color theory and design in this workshop. Designed for beginners, no prior weaving experience is necessary.

NOTE: Registration fee includes a loom to use in class and most materials. Please bring fiber, fabric scraps, beads, or found objects to incorporate into your design.

Anne Cameron, Ph.D.

6 Wednesdays, 1:30–3:30 p.m.

9/13/17–11/1/17, skip 10/11/17 and 10/18/17

Dallas Campus

\$255

Beginning Jewelry Making

Use a variety of tools and methods to design and make jewelry. Explore design elements such as shape, color, length, and pattern to create unique pieces of wearable art. You will have the opportunity to create bracelets, necklaces, and earrings using beading and wire wrapping techniques.

Emely Galiana Tascon

2 Tuesday and 2 Thursday evenings, 6:30–8:30 p.m.

9/19/17–9/28/17

Dallas Campus

\$234

Intermediate Jewelry Making

Learn how to create intricate handmade jewelry. We will experiment with sophisticated design elements, using advanced techniques to create jewelry made from beads, wires, thread and other materials. This course will improve your technical prowess to create complicated designs that look polished and professional.

NOTE: Registration fee includes all materials.

Emely Galiana Tascon

2 Tuesday and 2 Thursday evenings, 6:30–8:30 p.m.

10/3/17–10/12/17

Dallas Campus

\$234





Photography



Beginning Digital Photography

Use the power of your imagination to tell a story via photography. Learn how to use your camera beyond the auto mode. In this course, you will explore the different modes, such as aperture and shutter priorities, as well as exposure, focusing points and ISO. Through lecture, critiques and hands-on exercises, discover how to use your camera in more creative and decisive ways.

Teresa Rafidi

4 Wednesday evenings, 6–8:30 p.m.

9/27/17– 10/18/17

Dallas Campus

\$275

Intermediate Digital Photography

Create more compelling images with a better understanding on your camera and photography principles. In this course, we will revisit basic settings on DSLR cameras. You will learn to use advanced settings, various camera accessories and lenses through lectures, hands-on exercises and critiques.

Teresa Rafidi

4 Wednesday evenings, 6–8:30 p.m.

11/1 - 11/29, skip 11/22

Dallas Campus

\$275

Introduction to Adobe Photoshop for Photographers

Adobe Photoshop is considered one of the leading photo editing software platforms, and it is an invaluable tool for artists, photographers, and designers today in creating images. In this course, you will learn the fundamentals of Photoshop and how to manipulate, crop, resize, and correct color photos. This course is designed for beginners, and no previous Photoshop experience is necessary.

Teresa Rafidi

4 Wednesdays, 3:30–5:30 p.m.

11/1 - 11/29, skip 11/22

Dallas Campus

\$275

Photography Workshop: State Fair Photo Walk **NEW**

Explore the Great State Fair of Texas from a photographer's point of view. If you have some previous photography experience, join us to practice your skills on location at Fair Park. You will explore a variety of techniques to capture people, places, and action on film. Please bring your own camera (with extra memory cards and fully-charged batteries) and be prepared to be on your feet for several hours.

Teresa Rafidi

1 Thursday evening, 5–8 p.m.

10/5/17

\$69

Photography Workshop: Arts District Photo Walk

Photography students: practice your skills on location. Students with some previous photography experience will take your learning experience outside of the classroom in this hands on workshop! Practice using your camera and learn more about principles of composition, perspective and other design elements on location in Dallas' vibrant urban arts district. You will have the opportunity to try a variety of techniques, to explore your camera controls and to improve your skills in the field. Please bring your own camera (with extra memory cards and fully-charged batteries) and be prepared to be on your feet for several hours.

Teresa Rafidi

1 Thursday evening, 6–9 p.m.

11/2/17

\$69

Music



Beginning Piano, Level I

Designed for the true beginner, you will learn the fundamentals of reading music, keyboard playing, and music theory. Through individual attention and ample opportunity to play and read music, you will establish good habits and learn key piano skills.

Daniel O'Donoghue, M.M.
 12 Saturdays, 10–11 a.m.
 9/9/17–12/2/17, skip 11/25/17
 Dallas Campus

\$349

Intermediate Piano, Level III

Increase your confidence and develop a diverse musical repertoire in Intermediate Piano, Level III. For dedicated students who have mastered basic piano skills and are confident in reading music, this course will provide supportive instruction. You will learn to play more complicated pieces and to understand advanced music theory.

Daniel O'Donoghue, M.M.
 12 Saturdays, 11:15 a.m.–12:15 p.m.
 9/9/17–12/2/17, skip 11/25/17
 Dallas Campus

\$349

Performance Piano

This advanced class provides opportunities to hone your performance skills and to practice more complicated repertoire. Continue to improve your sight-reading skills and increase your knowledge of music theory.

Kevin Gunter, M.M.
 14 Wednesday evenings, 6:15–7:15 p.m.
 9/6/17–12/13/17, skip 11/22/17
 Dallas Campus

\$375

The
Power
of the Story

2017 Fall Convocation
on Creative Communication

Featuring a **FREE** lecture by bestselling
author **Anne Lamott**.

Learn more about the
2017 Fall Convocation on
Creative Communication
on page 16



Languages



Arabic for Beginners, Level I **NEW**

Explore the Arabic language, focusing on pronunciation, listening, and writing. If you are planning business or personal travel to the Middle East, this course will equip you with basic language skills to communicate with native speakers. Begin your path to fluency through guided exercises in class and on your own.

Sarah Namani, M.Ed.

Section A: 16 Monday and Wednesday evenings
6–7:20 p.m., 9/11/17–11/1/17
Dallas Campus

Section B: 16 Tuesday and Thursday evenings
7:30–9 p.m., 9/12/17–11/2/17
Dallas Campus

\$339

Arabic for Beginners, Level II **NEW**

Continue your exploration of the Arabic language and expand your written and spoken vocabulary. This course will introduce basic grammar and composition as well as additional words and phrases to include in conversation. You will have opportunities to supplement classroom instruction with practice exercises on your own.

Sarah Namani, M.Ed.

16 Tuesday and Thursday evenings
6–7:20 p.m. 9/12/17–11/2/17
Dallas Campus

\$339

French for Beginners, Level I

Learn French! With little or no knowledge of French, you will learn basic vocabulary and grammar in this introductory course. It will help you develop the speaking, listening, reading and writing skills necessary to communicate effectively in French.

Thierry Tirado, M.A.

Please visit smu.edu/cape for course dates and times
Dallas Campus

\$255

French for Beginners, Level II

If you are ready to add to your elementary French language knowledge, this course is designed for you. It introduces additional components to improve your communication and comprehension skills. Weekly lessons will cover grammar and vocabulary, and offer opportunities to improve your conversational skills.

Thierry Tirado, M.A.

Please visit smu.edu/cape for course dates and times
Dallas Campus

\$255

Online Intensive French for Beginners, Level II **NEW**

Offered in partnership with SMU's Department of World Languages and Literatures.

Continue your study of the French language in a condensed, online format. If you have taken *French for Beginners*, this course will provide more opportunities to practice and improve your mastery of basic French language skills: speaking, listening comprehension, reading and writing. Instruction will use authentic language from the onset to expedite your learning. You will participate in scheduled class sessions as well as self-paced individual exercises and group assignments. This rigorous, intensive course demands a minimum daily time commitment of 1-2 hours for the duration of the semester.

Janet Dodd, M.A.

8/21/17–12/4/17

Please visit smu.edu/cape for more details

\$765

Culture y Conversation: French Conversation, Level I

You've learned some French grammar and vocabulary; now have fun using those skills in conversation! Whether you are a beginning student or wish to refresh your skills, this course will provide an opportunity to expand your vocabulary and confidence with the French language. Each meeting will consist of guided discussions focusing on French culture and language.

Cynthia Wildridge

Section A: 7 Monday and Wednesday evenings

6–7:30 p.m., 9/6/17–9/27/17

Dallas Campus

Section B: 7 Monday and Wednesday evenings

6–7:30 p.m., 10/2/17–10/23/17

Dallas Campus

Section C: 7 Monday and Wednesday evenings

6–7:30 p.m., 11/1/17–11/29/17, skip 11/20/17 and 11/22/17

Dallas Campus

\$149

Culture y Conversation: French Conversation, Level II

Continue to practice and expand your language skills through more advanced discussion and conversation. You will expand your French vocabulary and comfort with the language, as well as popular phrases and vernacular expressions.

Cynthia Wildridge

Section A: 7 Tuesday and Thursday evenings,

6–7:30 p.m., 9/5/17–9/26/17

Dallas Campus

Section B: 7 Tuesday and Thursday evenings,

6–7:30 p.m., 10/3/17–10/24/17

Dallas Campus

Section C: 7 Tuesday and Thursday evenings,

6–7:30 p.m., 11/2/17–11/30/17, skip 11/21/17 and 11/23/17

Dallas Campus

\$149

Italian for Beginners, Level I

Begin your study of Italian with basic vocabulary, simple grammar rules, and sample dialogues for travelers and tourists. Improve your conversation skills through practice in class discussions and by reading passages.

Damiano Bonuomo, M.A.

9 Monday evenings, 6–7:30 p.m.

8/28/17–10/30/17

Dallas Campus

\$199

Italian for Beginners: Review and Practice

If you previously have taken Italian classes and need a refresher, this course offers an opportunity to dust off your language skills. We will revisit more advanced vocabulary and grammar concepts and you will improve your pronunciation through conversation and classroom discussion.

Damiano Bonuomo, M.A.

6 Monday evenings, 6–8 p.m.,

11/6/17–12/18/17, skip 11/20/17

Dallas Campus

\$179

Italian: Intermediate Conversation

Continue to master the basics of Italian grammar and vocabulary. In this class, you will build your conversational skills and take them to the next level.

Damiano Bonuomo, M.A.

Section A: 9 Wednesday evenings, 7:30–9 p.m.

8/30/17–10/25/17, Dallas Campus

Section B: 6 Wednesday evenings, 6–8:15 p.m.

11/1/17–12/13/17, skip 11/22/17, Dallas Campus

\$199

Italian: Advanced Grammar

Improve or refresh more advanced Italian vocabulary and complex grammar concepts. Through many conversational opportunities, you will enhance your pronunciation skills for greater oral proficiency.

Damiano Bonuomo, M.A.

9 Wednesday evenings, 6–7:20 p.m.

8/30/17–10/25/17, Dallas Campus

\$199

Spanish for Beginners, Level I

This entry-level course provides an introduction for students with no previous experience with Spanish. You will learn essential vocabulary and grammar and explore customs and cultural insights from various Spanish-speaking countries.

Lucille Herrera, M.A.

Section A: 14 Monday evenings, 6–7:20 p.m.

9/11/17–12/11/17, Dallas Campus

\$299

Alba Carvajal, M.A.

Section B: 14 Tuesday evenings, 5:30–6:50 p.m.

9/5/17–12/5/17, Dallas Campus

\$299

Spanish for Beginners, Level II

This follow-up to Spanish for Beginners, Level I continues building language skills and understanding of grammatical structures.

Lucille Herrera, M.A.

Section A: 14 Monday evenings, 7:30–9 p.m.

9/11/17–12/11/17, Dallas Campus

\$299

Alba Carvajal, M.A.

Section B: 14 Tuesday evenings, 7–8:30 p.m.

9/5/17–12/5/17, Dallas Campus

\$299

Spanish: Intermediate, Level I

Refine your Spanish language skills and continue to develop your vocabulary and understanding of grammar. This course will focus on more advanced parts of speech, moods, and tenses, including the subjunctive and imperfect and will include verbal and reading exercises.

Alba Carvajal, M.A.

14 Wednesday evenings, 5:30–6:50 p.m.

9/6/17–12/13/17, skip 11/22/17, Dallas Campus

\$299

Spanish: Advanced Grammar

Learn the essential grammar structures so that you are clearly understood in both spoken and written Spanish. For advanced students only.

Alba Carvajal, M.A.

14 Wednesday evenings, 7–8:30 p.m.

9/6/17–12/13/17, skip 11/22/17, Dallas Campus

\$299



Literature and Film

From W.B. Yeats to Wallace Stevens: The Remarkable Influence of Twentieth-Century Poetry **NEW**

The best twentieth-century poetry condensed complex thoughts into memorable phrases and indelible images, and the work of acclaimed poets like Robert Frost and T.S. Eliot profoundly influenced both everyday language and writers working in other genres. Read and discuss the work of British and American poets who recorded life in the twentieth century, and whose poems continue to resonate today: Yeats, Auden, Frost, Stevens, Plath, Lowell, Bishop, Larkin, Heaney, and others.

James Greene, M.A.

6 Tuesday evenings, 7–9 p.m., 10/10/17–11/14/17
Dallas Campus **\$199**

Journalism as Fiction **NEW**

For the first decades of the twentieth century, novels dominated the literary world. However, some prominent fiction writers switched gears to write non-fiction; among these efforts are some of the best works of journalism ever produced. Join us for this two-part course to explore the relationship between fiction and journalism from a new perspective. You will start by reading and discussing outstanding examples of journalism by novelists such as Norman Mailer, George Orwell, Robert Penn Warren, and Virginia Woolf. Then, you will discover classic journalism by some of the most celebrated genre-crossing writers of the century – Tom Wolfe, Joan Didion, Hunter S. Thompson, David Foster Wallace, and others.

Michael Lindenberger, J.D.

Part I: 4 Thursday evenings, 7–9 p.m.
9/14/17–10/5/17
Dallas Campus **\$129**

Part II: 4 Thursday evenings, 7–9 p.m.
10/12/17–11/2/17
Dallas Campus **\$129**

How to Self-Publish Your Book: Economically, Quickly, and Professionally

Attention authors: discover the secrets of self publishing that will get your book read. Through this course, you will learn all aspects of producing and promoting a professional book—from navigating the administrative details of the publishing process, to getting your book in stores (online and brick and mortar) and attracting readers' attention. Drawing from her successful personal experience, your instructor will share tips to get published in a minimal amount time, mindful of budget. If you are looking for a comprehensive overview of the print-on-demand world, this course is for you.

Len Bourland, M.L.S.

3 Tuesday evenings, 7–8:30 p.m., 9/26/17–10/10/17
Dallas Campus **\$109**

From Page to Screen: Film Adaptations Inspired By the Work of Jane Austen

Jane Austen's work has influenced countless authors, playwrights and filmmakers. In this course, you will explore what makes her work so popular and why the social mores of Regency period in England are so universal. Each week, we will watch a different film adaptation inspired by Jane Austen to discuss the social and historical context that shaped them. We'll also take a fresh look at these adaptations to identify their overarching themes with a critical analysis related to gender and aesthetics.

Noelia Saenz, Ph.D.

4 Thursday evenings, 6:30–9:30 p.m., 9/14/17–10/5/17
Dallas Campus **\$139**

Childhood in Hispanic Cinemas: Coming-of-Age Onscreen

Childhood often is portrayed as an idyllic time of innocence. The childhood in Spanish and Latin American cinema, however, frequently is juxtaposed with settings of political and social strife. In this course, you will watch a different coming-of-age film each week and will discuss how Hispanic filmmakers portray childhood, especially in relation to the broader themes of national history and politics. Knowledge of Spanish is helpful, but not required; course materials and discussions will be in English, and all films will include subtitles in English.

Noelia Saenz, Ph.D.

5 Thursday evenings, 6:30–9:30 p.m., 10/12/17–11/9/17
Dallas Campus **\$149**

Hollywood in 1967: A Fiftieth Anniversary Retrospective **NEW**

Rewind to 1967, a seminal year in Hollywood history. After two decades of box-office decline and audience segmentation, American filmmaking reenergized in 1967 with a new generation of directors, actors, and an enthusiastic youth audience. Watch and discuss five of the major films of that year, all commercially successful and critically praised. Stylistically different, these films each confronted the major issues of the 1960s and initiated a new era in movie-making.

Rick Worland, Ph.D.

5 Wednesday evenings, 6:30–9:30 p.m., 10/4/17–11/1/17
Dallas Campus **\$149**

Screenwriting Workshop, Level I

Transform the ideas and words in your head into a screenplay for the big (or small) screen. Learn how to write for film and television with Rex McGee, industry veteran and protégé of legendary writer-director Billy Wilder. In this course, you will gain strategies to create successful plot structure, memorable characters and powerful dialogue, as well as insights about format and stylistic considerations for various platforms. Join us to develop your unique story ideas into scripts and discover the key ingredients for great screenplays.

Rex McGee

6 Monday evenings, 7–10 p.m.
9/11/17–10/16/17 **\$225**

History, Culture and Travel

The Architecture of Dallas' Gilded Age **NEW**

Dallas architecture experienced its own "Gilded Age" during the early years of the twentieth century, as newly-wealthy oil tycoons commissioned elegant homes along Swiss Avenue in east Dallas and Armstrong Avenue in Highland Park. Hal Thomson was the architect of choice for the city's elite, and his Aldredge House on Swiss Avenue is a masterpiece. To see firsthand one of Thomson's masterpieces. The second class meeting will be held at the Aldredge House, so that you can experience firsthand one of the most beautiful and historically important homes of Dallas' early history.

Jann Mackey, Ph.D.

Wednesday and Saturday, 7–8:30 p.m.

(9:30–11 a.m. on Saturday) 10/11/17–10/14/17

Dallas Campus

\$79

We ♥ Dallas: The Best Art and Culture in Big D **NEW**

Do you crave culture? Gail Sachson, cultural champion extraordinaire, will share an up-to-the-minute guide to Dallas' best sites, sounds, and scenes. Whether you are a new arrival, or are simply looking for new ways to connect to our city, let Gail be your guide to discover Dallas's "cultural capital."

Gail Sachson, M.F.A.

1 Saturday, 1–3:30 p.m., 11/4/17

Dallas Campus

\$39

A History of Italy's Cultural Legacy

Join native Italian and professional tour guide, Piero Pargliardini, as he introduces you to a variety of colorful and important characters who have shaped Italy's cultural legacy. This course will acquaint you with Italian artists, musicians, filmmakers and intellectuals as well as the customs and local flavor of their respective hometowns.

Piero Pargliardini

3 Monday evenings, 6–7:30 p.m.

11/6/17–11/20/17

Dallas Campus

\$109

La Dolce Vita: Explore Italy in Dallas

Experience the rich history, culture, and culinary tradition of the le Marche region of Italy, no passport needed! Learn key phrases and customs from a native Italian, discover unique food and wine pairings, and explore cucina italiana with a field trip and tasting at one of Dallas' best wine purveyors. Though less known to tourists than neighboring Umbria, le Marche is situated between the Apennine Mountains and the Adriatic Sea and offers a variety of opportunities to experience Italy's treasures - from seaside resorts to the Renaissance splendor of Urbino, Raphael's birthplace.

Piero Pargliardini

2 Wednesday evenings, 6–8 p.m.

11/8/17–11/15/17

Dallas Campus

\$109

Reviewing the Road to Reformation: 500 Years After Martin Luther **NEW**

The course of Christianity changed five hundred years ago when Martin Luther published his 95 Theses in 1517. Learn more about this crucial era in the history of the Christian Church and meet the major figures of the early Reformation: humanist and theologian Erasmus of Rotterdam; the Renaissance Catholic popes, powerful religious leaders who also wielded tremendous influence in temporal, diplomatic, and economic matters; and Martin Luther himself, whose early life, education and career led him to publicly question the practices of his church.

Martha Anne Fielder, Ph.D.

5 Tuesday evenings, 7:30–9 p.m.

9/12/17–10/10/17

Dallas Campus

\$149

The Reformation: The Spread of Protestantism and Beyond **NEW**

Follow the career of Martin Luther after he posted the 95 Theses on the door of Wittenberg Castle Church, effectively initiating the Protestant Reformation. Learn about the Protestant movement across Europe in the sixteenth century—John Calvin in Geneva, the Huguenots of France, and the English Reformation. Also discover how the Catholic Church responded to the Reformation, with the Council of Trent and through the work of Ignatius Loyola and the Jesuit Order.

Martha Anne Fielder, Ph.D.

5 Tuesday evenings, 7:30–9 p.m.

10/24/17–12/5/17, skip 10/31/17 and 11/21/17

Dallas Campus

\$149

Merry Christmas, Jane Austen **NEW**

Explore the Christmas traditions and festivities of early nineteenth-century England, depicted in Jane Austen's novels and personal letters. Discover the significance of certain holiday observances in the Regency Era, and trace their evolution to contemporary celebrations. Kick off the holiday season with this fun and festive class, and you may be inspired to incorporate Austen-inspired elegance and glamour into your own celebrations.

Lindy Bell

1 Thursday evening, 7–9 p.m., 11/30/17

Dallas Campus

\$39



Personal Development



Tai Chi for Relaxation and Calming

End your busy, stressful day with these guided sessions of slow, gentle movements. This form of Tai Chi is a moving meditation that promotes stress relief. Fluid movements of arms and legs, coordinated with breath and focus on balance, are beneficial for beginners as well as more experienced practitioners. As your body relaxes, your mind becomes tranquil, aware and alert.

Lavada Smith, Ph.D.

Section A: 6 Wednesday evenings, 6–7:30 p.m.
9/6/17–10/11/17, Plano Campus

Section B: 6 Tuesday evenings, 6–7:30 p.m.
10/17/17–11/21/17, Plano Campus **\$99**

Introduction to Mindful Self Compassion

Take a three-hour break from the stress and strain of daily life and learn how to incorporate more self-care into your routine. You will learn about mindfulness and the practice of self-compassion and will gain insights about how to bring more calm and peace to your day. You will come away rejuvenated and with knowledge and skills to make better decisions, improve relationships and effectively manage stress.

Denette Mann, M.Ed. and Gretchen Manes, M.S.

1 Saturday, 9:30 a.m.–12:30 p.m., 9/9/17
Dallas Campus **\$45**

Exploring Mindful Self Compassion NEW

The practice of Mindful Self Compassion (MSC) can be a powerful tool to approach difficult thoughts and feelings with emotional resilience. Learn more about the principles of MSC and how you can use them to manage stress effectively, reduce anxiety, and meet challenges with more kindness to yourself. With guidance and encouragement over eight weeks, you will gain insights to incorporate into your daily life.

Denette Mann, M.Ed. and Gretchen Manes, M.S.

8 Thursday evenings, 6 p.m.–8:30 p.m.
9/14/17–11/2/17
Dallas Campus **\$199**

Time Management: How to Get (and Keep) on Track

Gain tips and techniques to manage your time and accomplish more each day. With a professional organizer and life coach as your guide, you will learn how to make positive changes and approach your professional and personal time more successfully. We will discuss calendaring, to-do lists, delegation, plus other topics and you will leave with tools to apply these concepts to your life and work.

Allison Venuto, M.A.

Fall 2017: 1 Thursday, 6:30–8:30 p.m., 9/7/17
Dallas Campus **\$39**

Winter 2018: 1 Thursday, 6:30–8:30 p.m. 1/25/18
Dallas Campus **\$39**

Self-Defense and Awareness for Women NEW

Empower yourself with knowledge and awareness to minimize your chance of becoming a victim of violence. Learn how to avoid potentially dangerous situations as well as mental and physical techniques to protect yourself. You will gain the confidence to defend yourself and to escape an attack with the best tools to keep you safe.

Enrique Jemmott

4 Wednesday evenings, 7–8:30 p.m., 9/13/17–10/4/17
Dallas Campus **\$99**

Women's Coaching Circle NEW

Join us for mentorship, friendship, and accountability to help you unlock your potential and meet your personal and professional goals. Through guided exercises and group discussion, you will develop the knowledge and skills to build your personal brand and expand your impact. Open to women at different career stages, this group can form a foundation of your supportive network. In addition to class time together, you also will receive one individual coaching session to focus on a particular topic or more advanced coaching needs.

Dara Rossi, Ph.D.

**Winter 2018: Please visit smu.edu/cape
for course dates and times**
Dallas Campus **\$149**



Personal Finance



Fundamentals of Investing Workshop **NEW**

The number and variety of investment options can be overwhelming and difficult to navigate with confidence. Gain the knowledge and insight you need to make smart, informed decisions about your investments. Learn how to assess options offered by employer and government-sponsored retirement plans with regard to your own financial circumstances and goals. This session also will cover financial goal-setting, how to determine risk tolerance, approaches to investment diversification, and asset allocation.

William Larson, CFP®

1 Wednesday evening, 6–9 p.m., 9/13/17
Dallas Campus **\$45**

The Cost of Investing **NEW**

With a seasoned financial planner as your guide, you will develop an understanding of the considerations and costs that might impact your financial investments. Uncover the hidden, obscure, and sometimes overlooked fees that could affect your return. You will learn how to select and work with an investment advisor with more confidence and clearer communication of your financial needs and investment goals; you also will discover alternative investment options with potentially lower costs and increased return potential.

William Larson, CFP®

1 Wednesday evening, 6–9 p.m., 10/11/17
Dallas Campus **\$45**

The Most Useful Document You Will Ever Write **NEW**

Have you avoided retirement and estate planning because of fear or anxiety? Join this short course to learn how and where to start developing your plan for the future—including critical documents; financial issues that might impact your decisions; and best practices to begin now. You will come away with tools and tips to approach these important decisions with self-assurance.

William Larson, CFP®

1 Wednesday evening, 6–9 p.m., 11/15/17
Dallas Campus **\$45**

Financial Literacy for Women

What do women need to know about their finances? This upbeat class helps you roll up your sleeves, get down to basics and explore budgeting, investments, taxes, retirement planning and more. Each session includes self analyses and checklists. Plan your financial future! Materials included.

Patrisha Lee, M.B.A., CFP®

Section A: 3 Tuesday evenings, 6–9 p.m.
9/12/17–9/26/17, Dallas Campus **\$164**

Section B: 3 Wednesday evenings, 6–9 p.m.
10/4/17–10/18/17, Plano Campus **\$164**

I've Graduated, Now What: A Financial Guide for New Graduates **NEW**

In this fun, fast-paced course, you will gain important life skills that your professors didn't cover in school. Jumpstart a lifetime of financial success with a roadmap to help navigate important decisions and milestones—from setting up a budget, establishing good credit, to planning how and when to buy a house, and more. You'll learn how to make smart decisions about benefits, retirement planning, and insurance, so to make the most of your paycheck now and in the future.

Laura Klekar

1 Monday evening, 6–9 p.m. 9/19/17
Dallas Campus **\$45**

Organize Your Way Out of Debt

Start the new year on a path to a new money mindset. It's no surprise that studies have found that money and finances are top causes of stress. In this course, you will learn about tools and techniques to tackle those financial stressors by managing money effectively. Through class discussions and activities, you will practice organizational strategies and tactics to reduce debt and achieve your financial goals.

Allison Venuto, M.A.

Fall 2017: 1 Thursday, 6:30–8:30 p.m., 10/5/17
Dallas Campus **\$39**

Winter 2018: 1 Thursday, 6:30–8:30 p.m., 2/1/18
Dallas Campus **\$39**

Financial Planning for the "Suddenly Single" **NEW**

If you recently have gone through divorce, been widowed, or lost a loved one who took care of your finances, this course will help you navigate the new financial territory of being "suddenly single." This course takes complicated subjects, with emotional strings attached, and gives you simple and practical steps to move forward with confidence. You will gain an understanding of your key financial needs plus tools and tips to make wise financial decisions to ensure a positive plan for the future.

Annetta Taylor

3 Thursday evenings, 7–8:30 p.m.
10/12/17–10/26/17
Dallas Campus **\$129**

SMU CAPE... HELPING STUDENTS
EXPLORE NEW INTERESTS AND
REACH ACADEMIC GOALS!





Youth Programs

The SMU Summer Youth Program is the perfect place to explore workshops in game design, coding, robotics, visual arts and academic skill-building.

Planning for college? Our SAT and ACT test prep programs are designed to prepare students with the needed skills to succeed on standardized tests.

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Test Prep

SAT Blitz Preparation Course

ONLINE OPTIONS

Visit smu.edu/testprep for more information about our live online SAT and ACT courses.

Experience the interactivity of a face-to-face class with the convenience of online access from any location.

With SMU Cape Test Prep, you will reach your exam date ready to achieve peak performance. We will meet once-per-week, allowing you plenty of time to practice skills for the Reading, Math, and Writing & Language test components between sessions. Our expert instructors provide small-group and one-on-one learning opportunities to help students gain test-taking skills specific to the SAT.

Fall 2017

Dallas Campus

Section A: 9/10/17–10/1/17, Sunday afternoons, 1–5 p.m.

Section C: 10/29/17–11/19/17, Sunday afternoons, 1–5 p.m.

Plano Campus

Section B: 10/7/17–10/28/17, Saturday mornings, 8:30 a.m.–12:30 p.m.

Section D: 10/28/17–11/18/17, Saturday mornings, 8:30 a.m.–12:30 p.m.

Winter 2018

Dallas Campus

Section A: 1/14/18–2/4/18, Sunday afternoons, 1–5 p.m.

\$399



SMU Summer Youth Program

Summer 2018
Plano Campus



Enroll February 2018 at smu.edu/summeryouth



Corporate Programs

Partner with SMU CAPE for powerful workplace training. As adult educational experts, we bring SMU quality resources to create and solve business solutions utilizing content experts as well as customizable programs. Design a learning experience that is uniquely suited to your organization's needs.



SMU CAPE Corporate Programs



Let SMU CAPE create a custom solution that will engage your employees and help them succeed in real-world situations.

At SMU CAPE, we provide diverse, innovative, and affordable industry-wide corporate (or contract) training to students of all ages and backgrounds. Our program services equip students with both knowledge and skills to transform their lives, careers and organizations. Whether you're looking to grow your team's soft skills, technical know-how or build strong bonds within the team, we have a solution for you.

We offer training services in communication, data analytics, digital marketing, leadership and project management for corporations, not-for-profit organizations and government agencies. We can even provide customizable business solutions, as well as technology solutions and training right at your location on one of our campuses.

Our expertise includes:

- Digital marketing and social media
- Data analytics
- Supervision best practices
- Public speaking and presentation skills
- World languages for the workplace
- Change management and team dynamics
- Project management
- Written communications
- Guidance for business solutions from our Corporate Programs expert

When you partner with SMU CAPE, you benefit from:

- Expertise from SMU CAPE instructors
- Custom training at your location or ours
- Group discounts on our public courses
- Tuition reimbursement options for your staff
- Access to our pool of prospective employees

Contact: Terry Teague at 214-621-4834 or check us out online at smu.edu/cape/corporateprograms



Online Education

Enhance your skills and remain competitive from the comfort of your own home. SMU CAPE partners with national leaders in online teaching and learning to offer a growing selection of practical courses available anywhere, anytime you wish.



Online Education

Online Test Prep

ACT Blitz Preparation Course

Cost: \$399

Duration: Varies by section, usually 8 - 10 sessions

Start date: Varies, several sections offered per term

Class Meeting: Varies, 16 hours of live online instruction

With SMU Test Prep, you will be prepared for math and verbal skills needed for success on the ACT exam and will reach your exam date ready to achieve your peak performance.

SAT Blitz Preparation Course

Cost: \$399

Duration: Varies by section, usually 8 - 10 sessions

Start date: Varies, several sections offered per term

Class Meeting: Varies, 16 hours of live online instruction

With SMU Test Prep, you will be prepared for math and verbal skills needed for success on the SAT exam and will reach your exam date ready to achieve your peak performance.

GMAT Preparation Course

Cost: \$999

Duration: Varies by section, usually 8 - 10 sessions

Start date: Varies, several sections offered per term

Class Meeting: Varies, 24 hours of live online instruction

The online GMAT prep class includes 24 hours of instruction that will give you proven techniques to master the test. Learn how to best approach the Quantitative, Verbal, Integrated Reasoning and Analytical Writing sections of the GMAT.

GRE Preparation Course

Cost: \$999

Duration: Varies by section, usually 8 - 10 sessions

Start date: Varies, Several sections offered per term

Class Meeting: Varies, 24 hours of live online instruction

Maximize your test-taking potential with 24 hours of quality online instruction covering each of the three main sections of the GRE revised General exam: Analytical Writing, Verbal Reasoning, and Quantitative Reasoning.

LSAT Preparation Course

Cost: \$999

Duration: Varies by section, usually 8 - 10 sessions

Start date: Varies, several sections offered per term

Class Meeting: Varies, hours of live online instruction

Our intensive online program includes 30 hours of instruction that will give you proven techniques to master the LSAT. Using proven techniques to simplify the LSAT, and materials drawn from actual exams, you will gain skills to take the test with confidence and a study plan for success.

TOEFL Test Preparation

Cost: \$1,495

Duration: 1 month

Start date: Ongoing

This TOEFL Test Prep Course is packed with everything you need to succeed on the TOEFL test. We show you exactly what to expect on the test, tell you precisely how the test is scored and give you hundreds of authentic test questions to study for practice.

Online Professional Classes

4CShare Global Project Management Simulation

Cost: \$359

Duration: 180 days

Start date: Ongoing

In this simulation, you will lead an exciting new project — the development of a knowledge sharing database for your company, Four Corners BioPharma, Inc. You'll make decisions about the project scope, schedule, budget, quality, and risk while an adaptive scoreboard will reflect the impact of your choices on project success.

Advanced HTML

Cost: \$345

Duration: 10 Hours / 4 months

Start date: Ongoing

HTML is one of the main programming languages that power the internet. And once you master it, you can begin to create your own web content, whether it be simple websites or complex online applications. This online training course provides an in-depth look at the essentials of writing and editing HTML code.

Allerton Connector Highway Project Management Simulation

Cost: \$359

Duration: 180 days

Start date: Ongoing

Through this simulation, the learner will play the role of a project manager on a highway construction project in the small city of Allerton. Learners will be asked to make a series of decisions during the simulation that will impact the project in different ways.

Cascading Style Sheets

Cost: \$345

Duration: 10 Hours / 4 months

Start date: Ongoing

CSS or Cascading Style Sheets provides web developers and designers with the ability to create attractive web pages. This course will show all levels of users an introduction to CSS3, understanding of the CSS box model, working with page layouts, using colors and backgrounds, web typography, working with lists and tables, and dynamic CSS3 properties.

Effectively Managing Project Stakeholders

Cost: \$79

Duration: 30 days

Start date: Ongoing

This online course is created to help project managers understand and resolve issues that can emerge from interactions among project stakeholders. The course includes a brief tutorial to help students understand familiar strategies for managing stakeholder expectations, as well as ten concise case studies that explore common stakeholder issues.

Emotional Intelligence for Project Managers

Cost: \$79

Duration: 30 days

Start date: Ongoing

Emotional Intelligence (EI) is our ability to identify and control our emotions to achieve positive outcomes in our relationships. Project managers with high EI are better equipped to deal with team members, vendors, stakeholders, and sponsors and to handle and resolve conflicts.

This one-module course reviews the underlying concepts of emotional intelligence and explores how project managers can improve, and make use, of their emotional intelligence.

Ethics for Project Managers

Cost: \$79

Duration: 30 days

Start date: Ongoing

Business ethics represent the standards for right and wrong that govern how businesspeople act. The term also refers to the study of moral principles in the workplace. This one-module course reviews the major ethical issues facing project managers. It looks at the specific challenges project leaders may confront as they deal with team members, vendors, stakeholders, and sponsors.

HealthMax Software Project Management Simulation

Cost: \$359

Duration: 180 days

Start date: Ongoing

Description:

Through this simulation, the learner will play the role of a project manager on a new product development at HealthMax Software. The goal of the project is to develop HealthRecords, a new medical records software system. You will be asked to make a series of decisions during the simulation that will impact the project in different ways.

Managing Real World Projects

Cost: \$249

Duration: 180 days

Start date: Ongoing

This online, self-paced, six-module course presents a streamlined approach to project management based on the best practices of experienced, effective project managers. The course focuses on the key principles of project management in the real world, offering tools and techniques for achieving project success.

PMP 01 - Introduction to Project Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapters 1 and 2 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will review how different organizations handle the responsibilities of project management and focus on the entity known as a project management office or PMO.

PMP 02 - Project Processes and Project Integration Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapters 3 and 4 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will be introduced to the five project management process groups and ten project management knowledge areas into which PMI® sorts all project activities.

PMP 03 - Project Scope Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 5 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will consider many of the key issues surrounding Project Scope Management.

PMP 04 - Project Time Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 6 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will consider how to best plan and schedule activities. You will familiarize yourself with the various techniques used to calculate and analyze activity time estimates, including ways to estimate the duration of activities.



Online Education

PMP 05 - Project Cost Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 7 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will consider the general approaches to cost management, such as the methods that are used to estimate and budget for project costs.

PMP 06 - Project Quality Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 8 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will learn how the project management team ensures that a project is completed at the level of quality required by all the stakeholders.

PMP 07 - Project Human Resource Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 9 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will learn how to acquire and negotiate the best staff, how to define roles and responsibilities in project documentation, and how to employ the essentials of good people management.

PMP 08 - Project Communications Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 10 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will learn about how project management teams can effectively communicate with the project's various stakeholders.

PMP 09 - Introduction to Project Risk Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 11 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this module, you will define the core elements of risk management, including the risk register. You will also understand how risks are identified, prioritized, quantified, and used in decision-making.

PMP 10 - Project Procurement Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 12 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will consider the various aspects of the Project Procurement Management knowledge area.

PMP 11 - Project Stakeholder Management

Cost: \$79

Duration: 30 days

Start date: Ongoing

This course was designed as a supplemental study guide for the major content areas of Chapter 13 of A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition. In this course, you will learn about how to effectively identify project stakeholders and involve them throughout the project to enhance the prospects for success.

PMP 12 - PMP Practice Exams & Exam Strategies

Cost: \$99

Duration: 60 days

Start date: Ongoing

This course is designed to give learners an assessment of their readiness to take the Project Management Institute® (PMI®) Project Management Professional (PMP)® Exam. It contains five process group assessments, as well as two 200-question practice exams, which cover the PMI® standard, A Guide to the Project Management Body of Knowledge (PMBOK® Guide).

PMP Exam Prep course

Cost: \$699

Duration: 180 days

Start date: Ongoing

This self-paced project management program builds successful project managers at all levels of the organization. It provides a comprehensive preparation for the PMP® certification exam including exam-taking tips, 12 comprehensive module quizzes, five process group tests, and two full-length, 200-question practice exams covering the PMBOK®.

Project Management for Information Technology

Cost: \$499

Duration: 180 days

Start date: Ongoing

This course, Project Management for Information Technology, focuses more specifically on how project management concepts can be applied to IT projects, as well as on project management issues that are unique to IT projects. It reviews the concepts, methodologies, and tools of project management as it relates to IT. Students will also learn about fundamentals, such as integration management, scope, costing, quality, human resources, risk management, and procurement.

Project Management Team Leadership

Cost: \$359

Duration: 180 days

Start date: Ongoing

This course discusses the roles and responsibilities of the project management team leader, including their relationship to project stakeholders, how to build a positive team environment through effective communication, team building activities, and reflective listening, as well as problem solving within the team.

Project Risk Management: PMI-RMP Exam Prep

Cost: \$599

Duration: 180 days

Start date: Ongoing

This self-paced, nine-module risk management course helps educate project managers in identifying and responding to project risk. This course provides a comprehensive preparation for the Project Management Institute's PMI-RMP® certification exam.

Quality Management Basics

Cost: \$299

Duration: 180 days

Start date: Ongoing

Quality Management Basics provides a firm foundation for anyone looking to understand quality management practices and techniques. The course combines instructional material with interactive exercises, vocabulary games, case studies and flashcards to explain the core concepts and strategies of effective quality management.

Online Certificate Programs

Advanced Management for HR Professionals with PHR Exam Prep Certificate Program

Cost: \$4,995

Duration: 6 months

Start date: Ongoing

Our human resource management certificate course is designed for full-time students and professionals who are currently employed in the human resources industry, or office administration, as well as anyone involved in the human resource process. You will learn about the unique challenges facing HR professionals, as well as participate in a fun and engaging opportunity to prepare for the revised Professional in Human Resources (PHR) and Senior Professional in Human Resources (SPHR) certification exams through HRCI. **NOTE:** *To sit for the PHR certification exam you must meet education and experience requirements. Please visit the HRCI.org website for requirement information.*

Ethical Hacker Certificate Program

Cost: \$3,995

Duration: 6 months

Start date: Ongoing

This course provides learners with an introduction to ethical hacking.

Grant Research and Writing Certificate Program

Cost: \$2995

Duration: 6 months

Start date: Ongoing

In this certificate course, you will learn the essential skills needed to research and write effective grant applications for public, private, and government grants from seasoned grant writers with real-world experience.

Law Enforcement Professional Certificate Program

Cost: \$2,295

Duration: 6 months

Start date: Ongoing

The Law Enforcement Professional program takes students through the ins and outs of day-to-day police activity and introduces them to the complex criminal justice system.

Management for High-Technology Professionals Certificate Program

Cost: \$3,995

Duration: 6 months

Start date: Ongoing

Our IT management program is ideal for professionals who have recently assumed management responsibilities, as well as individuals who manage other IT professionals. Over the course of program students will learn about the unique challenges facing the management of IT professionals.

Management for Tax-Exempt and Non-Profit Organizations Certificate Program

Cost: \$2,995

Duration: 6 months

Start date: Ongoing

Our non-profit management training course is ideal for anyone who wants to increase their knowledge and understanding of management issues that are unique to non-profit and tax-exempt organizations.



Online Education

Mobile App Design and Development Certificate Program

Cost: \$2,995

Duration: 12 months

Start date: Ongoing

If you've ever wanted to develop apps for iOS or Android mobile operating systems, then this program is for you. Businesses, consumers, and programmers have all embraced the new innovative medium of mobile applications, making mobile application developer one of the most in demand and fastest growing IT careers.

Supervisory and Managerial Skills Certificate Program

Cost: \$3,995

Duration: 6 months

Start date: Ongoing

Our online management courses are ideal for individuals who are currently employed or looking to begin their career in a supervisory and/or managerial role.

Over the course of your studies, you will learn the fundamental skills required of new and experienced supervisors and managers, and will be exposed to a broad range of topics related to the supervision and managerial process.

Technical Writing Certificate Program

Cost: \$2,995

Duration: 12 months

Start date: Ongoing

Our Technical Writing course focuses on a reader-centered approach and helps students understand the nature of writing in the workplace. It leads students through the process of creating highly effective letters, proposals, e-mails, memos, documentation, and reports.

Web Design Certificate Program

Cost: \$4,995

Duration: 6 months

Start date: Ongoing

Are you a creative person who likes working on a computer? Web design may be the perfect field for you. Every business needs to present a new and exciting image to their audience, the public. Good web designers help companies present their best ideas using a combination of technology and designs. Using these tools, you may be the one to help your company or clients get the message to the public.

Online Language Programs

Intensive French for Beginners

Cost: \$765

Duration: Varies by section and term

Start date: Varies, usually one section offered per term

Class Meeting: Varies by section and term

Learn the French language in a condensed, online format. Gain confidence and acquire accuracy in French through focus upon the four basic language skills: speaking, listening comprehension, reading and writing.

Intensive French for Beginners, Level II

Cost: \$765

Duration: varies by section and term

Start date: varies, usually one section offered per term

Class Meeting: Varies by section and term

Continue your study of the French language in a condensed, online format. If you have taken French for Beginners, this course will provide more opportunities to practice and improve your mastery of basic French language skills: speaking, listening comprehension, reading and writing.

Intensive German for Beginners

Cost: \$765

Duration: Varies by section and term

Start date: Varies, usually one section offered per term

Class Meeting: Varies by section and term

Learn the German language in a condensed, online format. Gain confidence and acquire accuracy in German in meaningful cultural contexts with a focus upon the four basic language skills: speaking, listening comprehension, reading and writing.

Intensive Spanish for Beginners

Cost: \$765

Duration: Varies by section and term

Start date: Varies, usually one section offered per term

Class Meeting: Varies by section and term

Learn the Spanish language in a condensed, online format. Gain confidence and acquire accuracy in Spanish through focus upon the four basic language skills: speaking, listening comprehension, reading and writing.

General FAQ's

How Do I Register?

- **Online:** Register for classes by subject, instructor or location. Please visit us at www.smu.edu/cape for a list of current course offerings.
- **By fax or mail:** Print a registration form for Personal Enrichment and individual courses from our website's FAQ page and submit it by mail or by fax with credit card information or a check payable to SMU.
- **In person:** Call or come by our office where a staff member will be happy to assist you with the registration process. Contact us at the SMU CAPE office, 214-768-2273.
- **Note:** Students must enroll before attending a course. Payment is due in full at the time of registration. Instructors are unable to process enrollment requests or accept fees.

Who Can Take Continuing and Professional Education Courses?

- Courses are available to students 18 year of age or older. Due to liability issues, we are unable to offer these courses to students younger than 18 (with the exception of selected pre-college and youth programs).
- Most courses have no prerequisites. Should a course require experience in a certain field or enrollment in a previous class, this will be clearly marked in the course description online.
- The requirements for each professional and certificate program vary by program. Please view specific requirements for each program under their program details page on our website.

Where Do I Park For My Class?

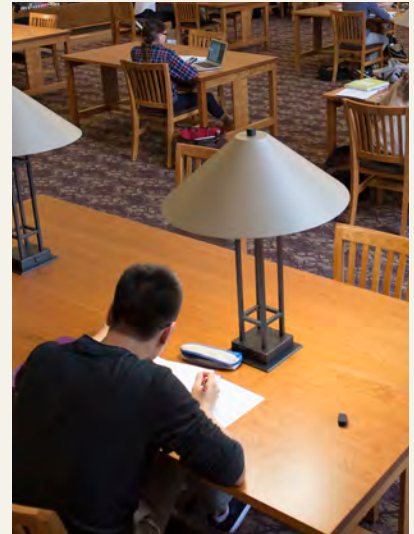
- You will receive enrollment confirmation and course reminders via e-mails for all SMU CAPE courses. In addition, a parking pass with additional details and directions also will be sent to all attendees.
- Parking in an undesignated parking area may result in a parking fine.

Does Cape Offer Any Financial Assistance?

- SMU CAPE courses are non-credit and therefore do not qualify for FAFSA benefits. However, most of our certificate programs do qualify for the use of a Sallie Mae loan for individuals who qualify. Please check the "Enrollment and Financing" page on our website under each certificate program for specific details or call us at 214-768-2273 for more information.

What Happens If I Need To Withdraw From A Class?

- If you are canceling a single course, please notify us (via e-mail: smuthink@smu.edu or call 214-768-2273).
- Cancellations must be done prior to the course start date. You can choose to receive a refund, place funds in escrow to use as credit for future enrollment or transfer your registration to another person. Please note that refund requests incur a processing fee. No refunds will be issued once a course has begun.
- If you choose to withdraw from a certificate program, please notify us in writing (via e-mail: smuthink@smu.edu or fax 214-768-1071) prior to the start of the program. If a withdrawal request is received in writing more than three full business days prior to the first course start date students may receive a refund, minus a \$250.00 processing fee.
- SMU CAPE professional certificate enrollment is final as of 3 business days prior to first course start date and programs are intended to be successfully completed in full. After that date, you will not receive a refund if you withdraw or quit the course before completion. We do not provide prorated refunds or credits for partial certificate program completion. Students enrolled in a certificate program may have the option to transfer to another cohort; this option is outlined in the student terms and conditions of each program, pending space availability and time remaining to successfully complete their program. Students may also put funds in escrow for up to 12 months for use by themselves or someone else if with drawing prior to program start date.
- Failure to attend class does not constitute withdrawal.



- All refunds will be made in the form of the original payment. Please allow up to six weeks to receive check refunds.
- Full details are available on the certificate application.

Southern Methodist University (SMU) will not discriminate in any employment practice, education program, education activity, or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/ Title IX1 Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education.¹ Title IX of the Education Amendments of 1972, 20 U.S.C. §§ 1681-1688.

**If you have questions,
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